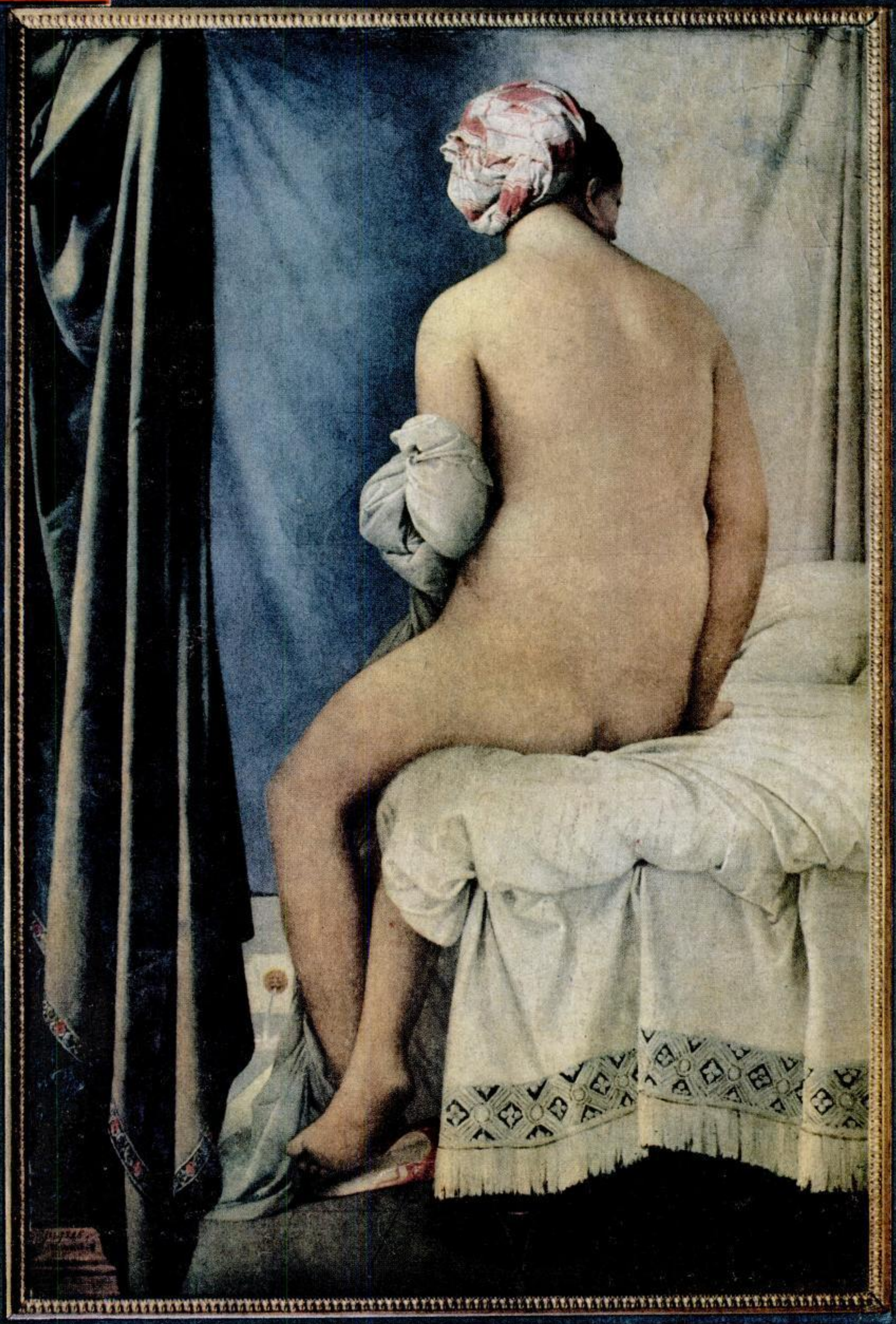
LIFE

A NEW STUDY OF THE NUDE BY A FAMOUS ART SCHOLAR

NIP-AND-TUCK FIGHT FOR CONGRESS



'THE BATHER'
BY
JEAN AUGUSTE
DOMINIQUE INGRES

20 CENTS

OCTOBER 22, 1956

REG. U. S. PAT. OFF.

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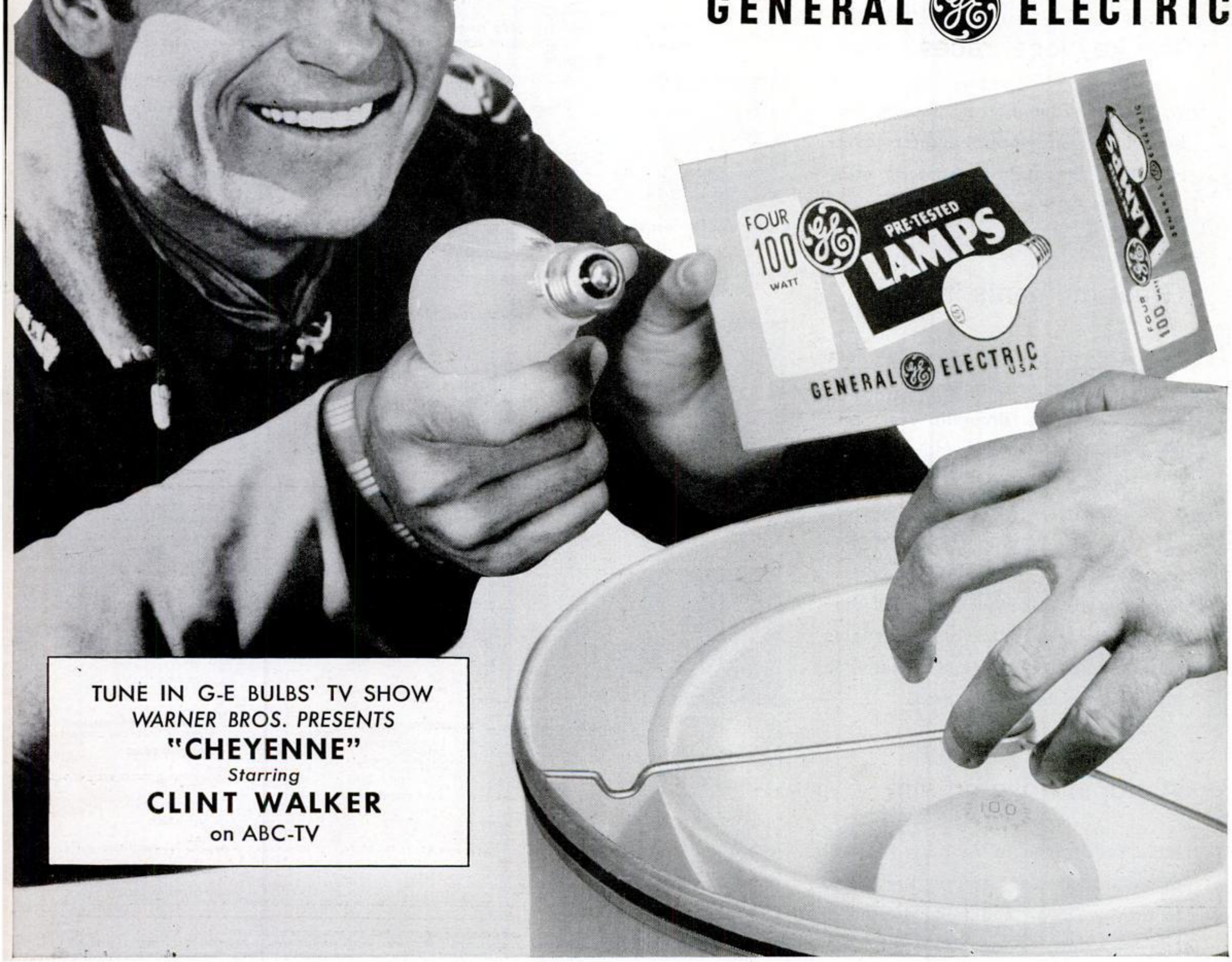
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Vol. 41, No. 17

LIFE

REG. U.S PAT. OFF.

October 22, 1956

Search into human minds 119

The tranquilizing drugs which combat mental illness also foreshadow a scientific breakthrough in understanding the human mind, well and ill.



STUDY OF SCHIZOPHRENIC

Study of the nude 102

The evolution of an art form, seen in differences between the naked and the nude, is explained by a scholar with some of the world's great paintings.



NUDE BY INGRES

The key local races 31

With the two major parties fighting hotly for Senate control and for governorships, the state campaigns grow close and critical.



CALIFORNIA CAMPAIGNER

Great moments in steel 162

Ending his personal recollections, Ben Fairless tells how he guided U.S. Steel through its most dramatic years and its greatest labor fights.



MURRAY, FAIRLESS IN '52

At the mercy of madmen 46

Photographs tell what happened during Italian town's hours of terror as two madmen capture and threaten to kill a school full of children.



CAPTIVE AND CAPTOR

A global frolic on film 81

Mike Todd makes a bubbling film out of Jules Verne's "Around the World in Eighty Days" and talks dozens of top stars into taking bit parts.



GLOBE GIRDLERS' TOAST

COVER
French Painter Ingres' "Bather of Valpinçon" has "an inspired simplicity worthy of antique Greece," according to British art scholar Sir Kenneth Clark, whose opinions on other nudes in art appear on pages 102–109

THE WEEK'S EVENTS
Close, critical campaigns take place in the states 31
The passing of Charles Merrill, of Merrill Lynch, Pierce, Fenner & Beane 45
Terror's day in Terrazzano: madmen hold 95 captive in school 46
Poznan trials show disorder in Red ranks 53
International hide-and-seek results as Russian tries to take U.S.-born daughter to U.S.S.R. 56
A Look at the World's Week 147

EDITORIALS 40
Suez: road to settlement
Khrushchev and the gypsies

PHOTOGRAPHIC ESSAY
Tranquilizing drugs open new avenues into sick minds: photographed for LIFE by Fritz Goro. The search has only started: in the next 10 years doctors may learn as much about the mind as in the past 2,000. By Eric Hodgins 119

ARTICLE
The most dramatic years in the history of steel: in the second of two articles the retired head of U.S. Steel describes his gamble, finest monuments and toughest fights with unions. By Benjamin Fairless 162

PEOPLE
Colorado's governor plays a bit part for a western movie 61

SPORTS
A win puts long-losing University of Pennsylvania on the loose 65
Don Larsen reaps the rewards of pitching a perfect game 155

MOVIES
Wildlife in the water: Cousteau's "Silent World" is a fascinating film of the sea's dark fathoms 70
When this world was wider: "Around the World in Eighty Days" is good fun and frolic. How Mike Todd cajoled big names to do bits. By Ezra Goodman 81

MODERN LIVING
Plastic greenhouse provides low-cost housing for out-of-season vegetables and flowers 97

ART
The beauty of the nude: British scholar Sir Kenneth Clark compares its grace to the naked's exposed look 102

MILITARY AFFAIRS
Meeting a jealous mistress: an Air Force wife learns about jets 111

NIGHTCLUBS
Duo does double duty: Trumpeter Louis Prima and wife play an all-night shift 161

PARTY
A gala party of diplomats honors the dean of consuls in Chicago 179

OTHER DEPARTMENTS
Speaking of Pictures: topsy-turvy scenery 16
Letters to the Editors 21
Miscellany: chic shoe flies high 182

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VOLUME 41 NUMBER 17

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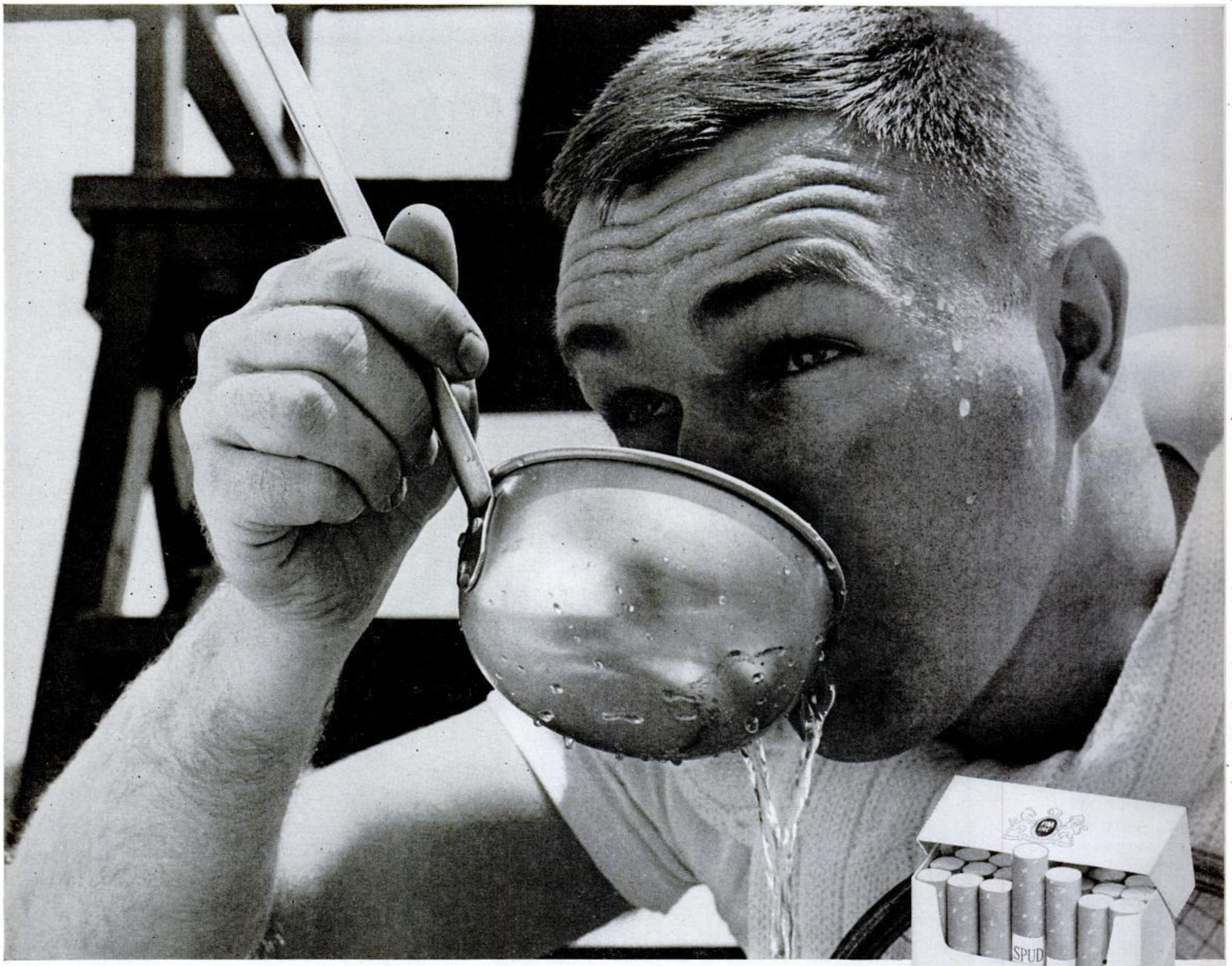
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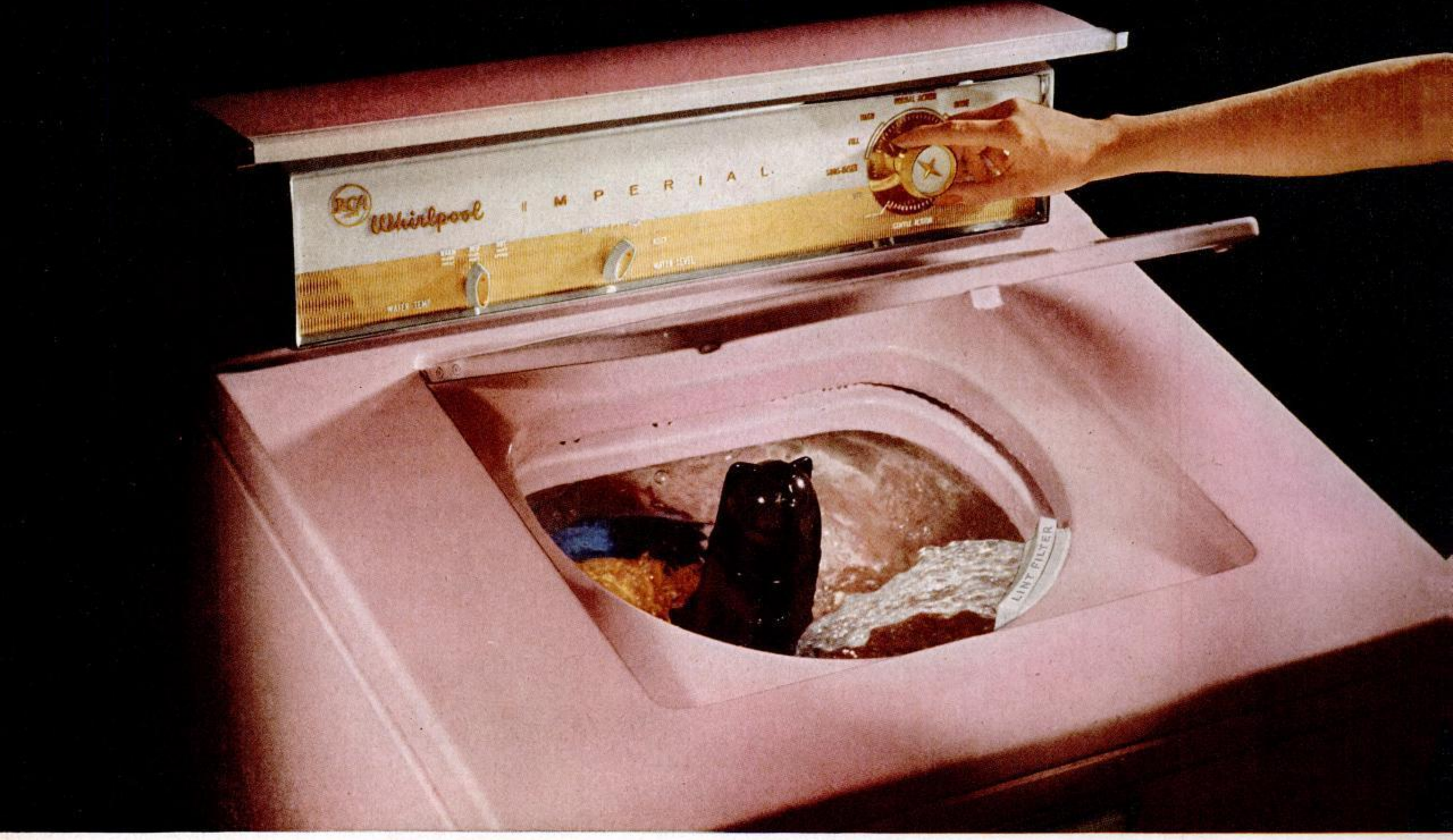
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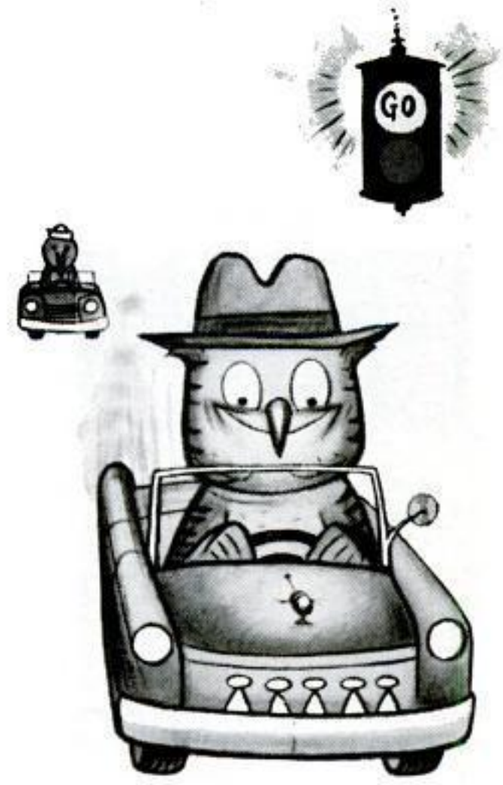


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And it gives added power for driving enjoyment.

It's smart to use *premium* gasoline



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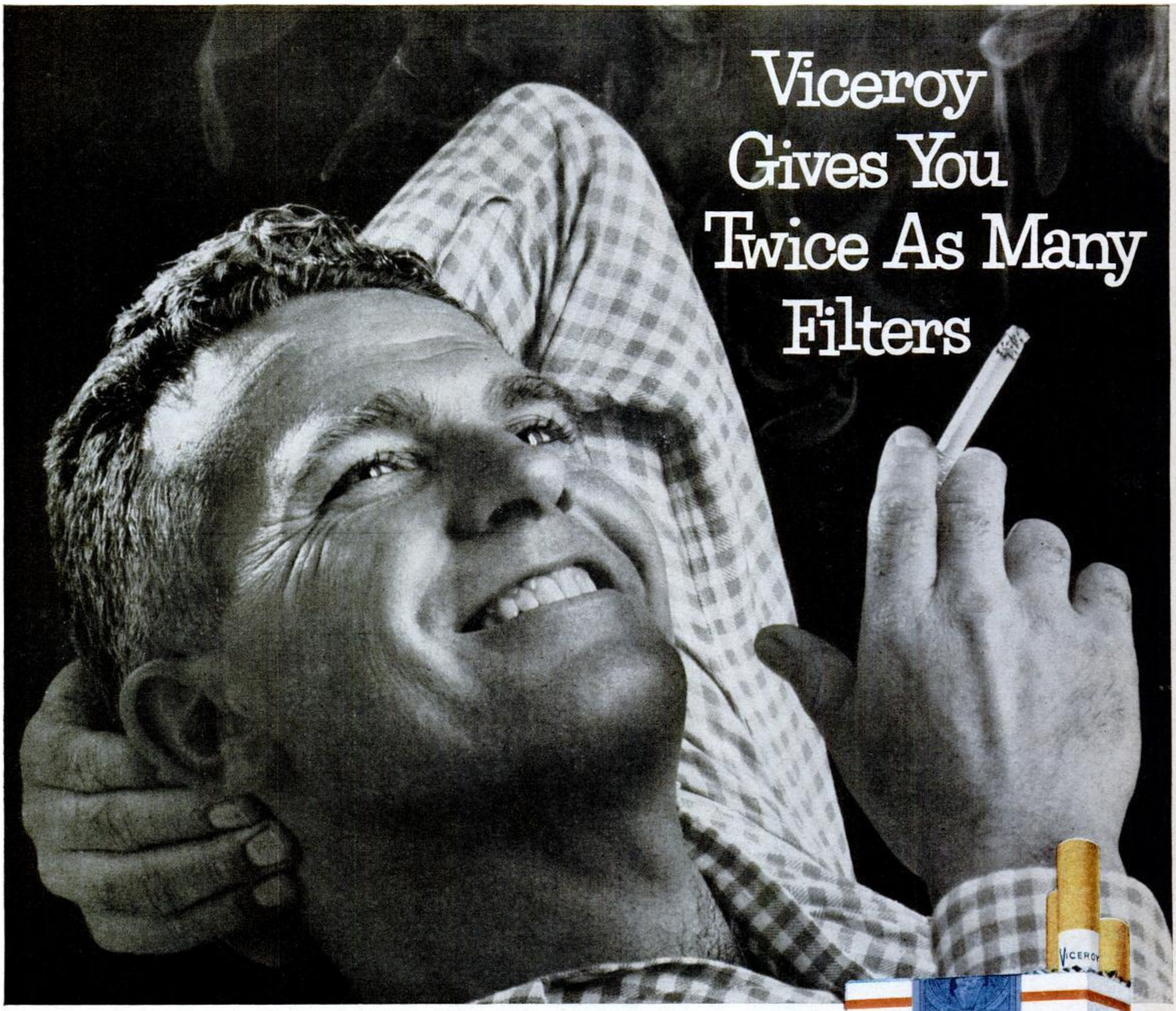
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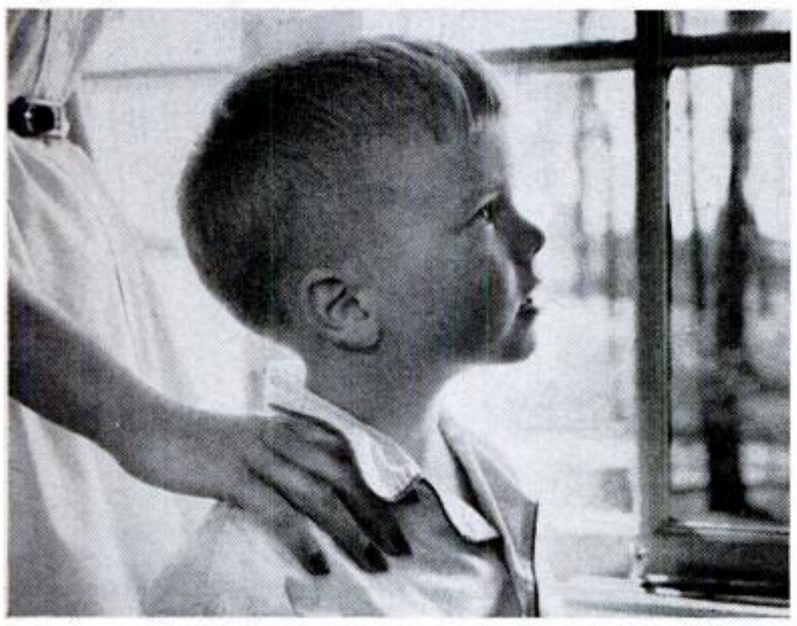
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Where does dust come from?



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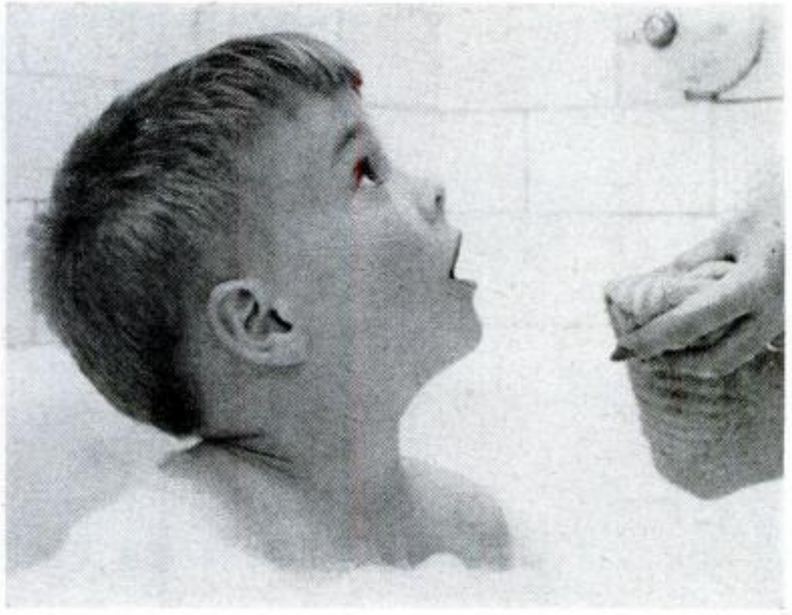
Why doesn't it hurt when he cuts my hair?



Where does the smoke go?



Do dogs dream?



Why does soap make me clean?



Where am I when I sleep?

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Nothing is so vital to your child's future as the right answers...right now. They are his windows to the world. With them, you give him an ally who will never desert him...a wealth that can never be destroyed...a gift he will never lose. You give him... for a lifetime...the wonderful gift of knowledge.

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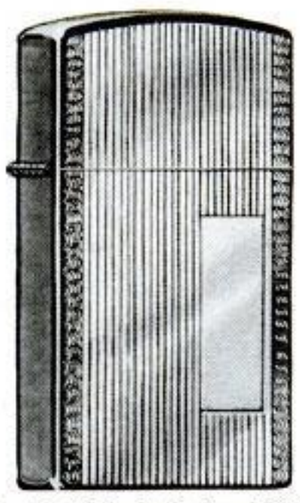
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The secret is CARNATION–the "Magic Crystals" INSTANT!

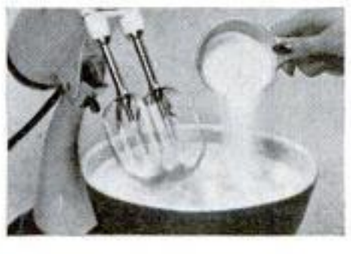
Never before a coconut cream pie so light, so tender. Lighter in *calories,* too. The secret is "Magic Crystals" that burst into *fresh* milk flavor, without heavy fat. "Magic Crystals" that even *whip,* so you fold *extra* lightness into this wonderful pie! This is the Instant that's *delicious* for drinking, too. Nutritious, with all the protein, calcium and B-vitamins of fresh, whole milk. Discover Carnation–the *only* "Magic Crystals" Instant–today.

"MAGIC CRYSTALS" COCONUT CREAM PIE

(Makes 9-inch single crust pie)

- 1 package Vanilla Pie Filling
- 1 tablespoon (1 envelope) unflavored gelatin
- 2 cups liquid CARNATION INSTANT (mixed according to package directions)
- 2 teaspoons vanilla
- 2½ cups WHIPPED CARNATION INSTANT (see recipe below)
- 1½ cups shredded coconut
- 1 stick BETTY CROCKER HOMOGENIZED PIE CRUST MIX

Bake 9-inch single crust pie shell, according to Betty Crocker Homogenized Pie Crust Mix directions. Cool. Mix vanilla pie filling and unflavored gelatin with liquid Carnation Instant in saucepan. Cook over low heat according to pie filling directions. Cool until thickened (about 45 minutes). Beat until light and fluffy. Add vanilla, *whipped* Carnation Instant and *1 cup* shredded coconut. Pour into *cooled* Betty Crocker Pie shell. Toast remaining coconut in moderate oven (350°F.); sprinkle on pie. Chill pie 2-3 hours.



TO WHIP CARNATION INSTANT

(Makes about 2½ cups whipped "Magic Crystals")

1. Mix ½ cup Carnation Instant "Magic Crystals" with ½ cup ice water.
2. Whip until soft peaks form (3-4 minutes). Add 2 tablespoons lemon juice.
3. Continue beating until stiff peaks form (3-4 minutes longer). Fold in ½ cup sugar.



Convenient 3-quart and economical 8-quart sizes.

SAVES ½ ON MILK BILLS

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"the finest in the world"

OLD CROW

Kentucky Straight Bourbon Whiskey

Pioneer distiller James Crow was proud of the patronage of Webster, Clay and other celebrated men of the day. Today, millions more regard his whiskey with the same high esteem. They recognize in Old Crow the ultimate refinement of the distiller's art. They enjoy the finest Kentucky bourbon ever put into glass.





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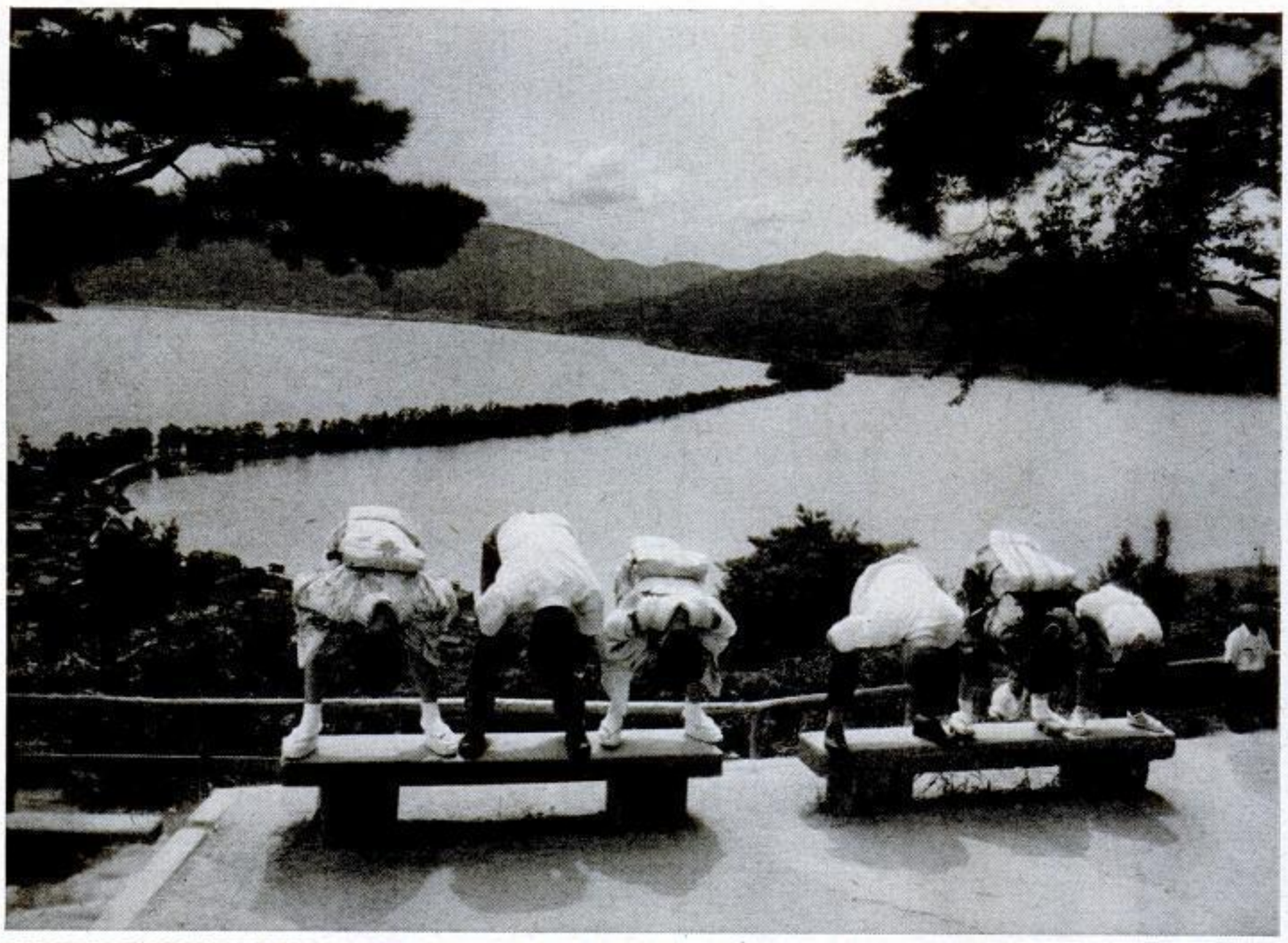
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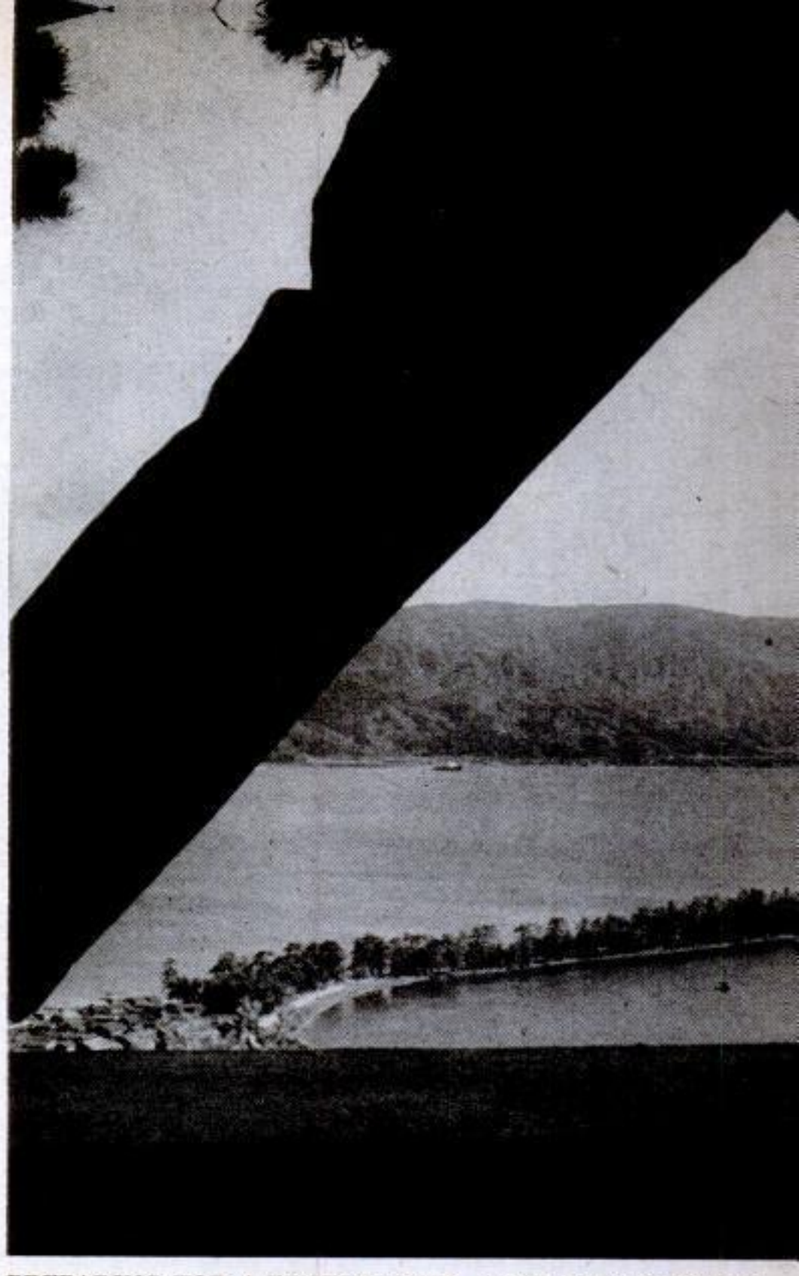
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BENCHES ESPECIALLY BUILT FOR BETWEEN-LEG VIEWING OVERLOOK BRIDGE OF HEAVEN (BACKGROUND)



PREPARING FOR A PROPER LOOK, A TOURIST SPREADS

GATHERING UP THE FOLDS OF HER LONG KIMONO, A GEISHA GIRL MANAGES AN UNOBSTRUCTED VIEW



SUPPORTED BY AN UMBRELLA, A BUDDHIST PILGRIM



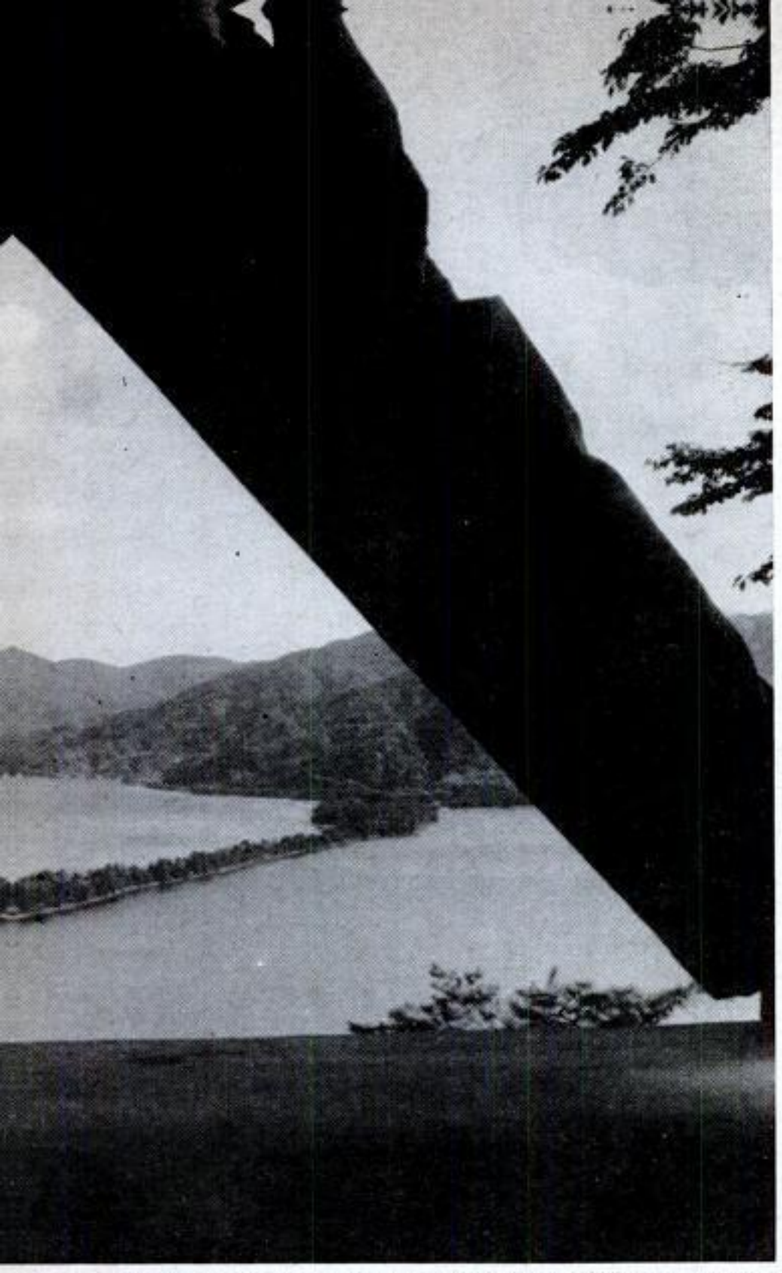
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Topsy-Turvy Scenery

JAPANESE TURN TURTLE FOR 'BRIDGE OF HEAVEN'

To visitors not in on the secret, Miyazu Bay and its sand bar is simply a very pretty Japanese scene. But most tourists know what is expected of them. Like those shown in the pictures, they turn themselves upside down and the scene before them is transformed. The sky looks like water and the water like sky while the mountains become a distant shore and the sand bar a bridge ascending to the heavens.

This is exactly what legend says the sandbar once was—a bridge used by the gods until, ages ago, it broke and fell down into the bay. Half a million tourists this year have turned themselves turtle to glimpse the Bridge of Heaven. They have to wait until blood rushes to their heads before the illusion is complete. Sometimes they try so hard that the price for their god's-eye view of the bridge is a bad backache.



HIS LEGS WIDE ON BENCH BEFORE BENDING DOWN



UNIMPEDED BY BABY, A MOTHER TAKES A LOOK

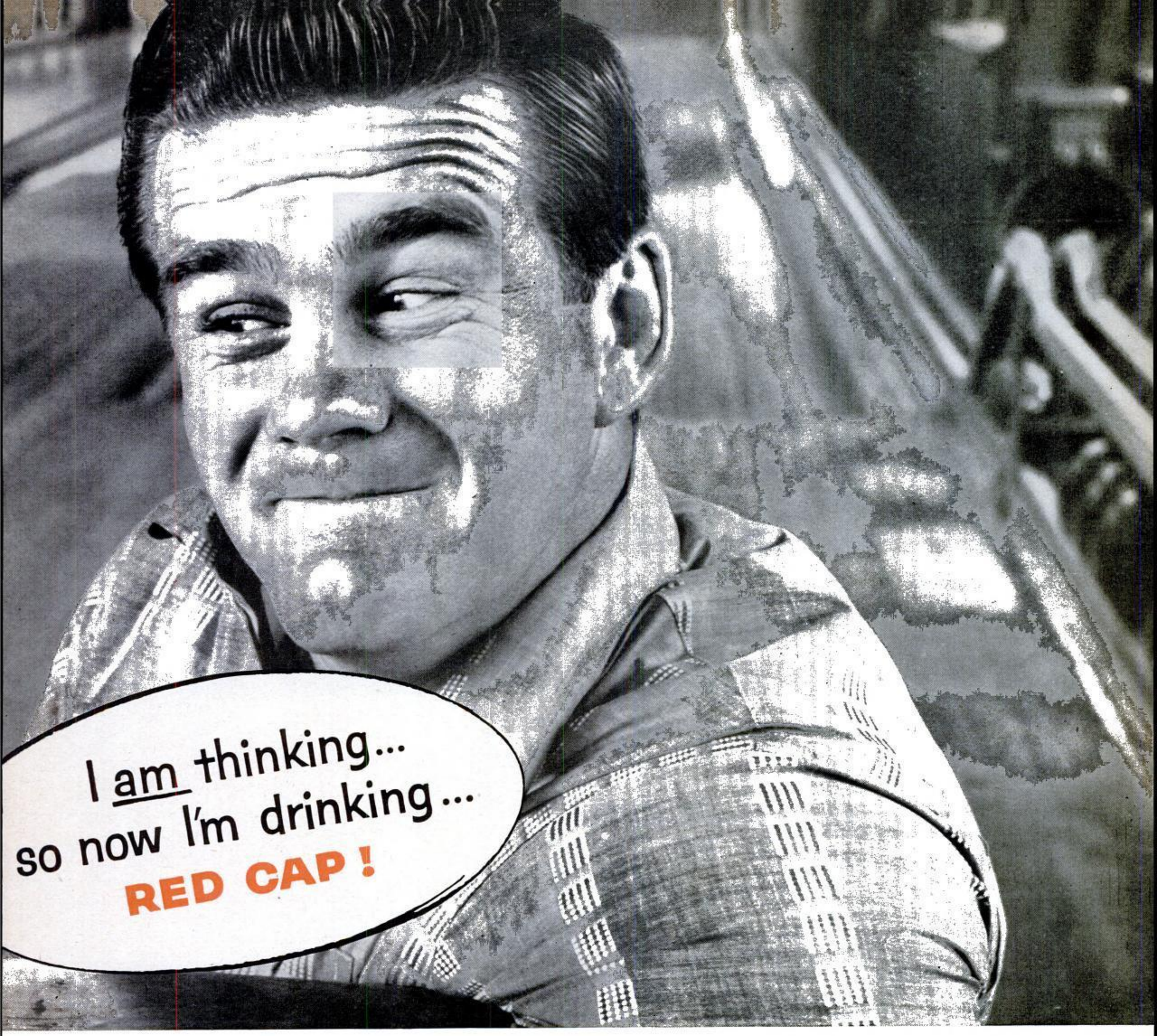
PEERS AT BRIDGE. HE WAS VISITING LOCAL SHRINES

LIMBER YOUNG SPECTATOR ENCOUNTERS NO DIFFICULTY UPENDING HERSELF, SOLEMNLY WATCHES SCENE



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Next time you're thirsty, think—and drink RED CAP, Carling's Red Cap Ale.

Red Cap

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I can see it in his eyes

The dinner has gone beautifully.

I can see it in Dick's eyes . . . the proud look that tells a wife she's doing a bit better than all right.

I'll admit I had a moment or two of stage fright about meeting Dick's friends. After all, a new bride is sort of on display.

But how could I stay worried, when my mirror told me the new dress was perfect . . . When I stood back and looked at the table, agleam with my beautiful International Sterling?

When I first picked out my lovely International pattern, I knew that nothing but solid silver was good enough for our high hopes.

There was a little whisper that said, "You'll be awfully proud to have other people see *this!* There'll be times when it'll help a lot to show that you know how to do things *right!*"

—•—

When you buy *your* "family silver," you'll find that one of the 16 International Sterling patterns just fits your dreams . . . a perfect, imperishable pattern of such rich weight, deep-sculptured design and warm, radiant color that it could never be duplicated in a less precious metal.

Yet, it's easy to own this fine solid silver. A six-piece place setting in the new Rhapsody pattern, for instance, is $35.00—other International patterns from $29.75, including Federal tax.

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Prices are for one 6-piece place setting including Federal tax.

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LETTERS TO THE EDITORS



MRS. ROSE BUCHMAN OF ALLENTOWN AND HER DESCENDANTS

LONG LINE OF TEXANS

Sirs:

LIFE found a six-generation family in Texas, including one male ("A Long Line of Texans," LIFE, Oct. 1). But here is a photograph of a family in Allentown, Pa. representing six consecutive living generations, all female.

Seated left to right with the newest generation, Michelle Heckenberger, are Mrs. Joan Heckenberger (mother of Michelle); the great-grandmother, Mrs. Florence Bachman (mother of Myrtle); the great-great-great-grandmother, Mrs. Rose Buchman (mother of Iva), holding Michelle. The great-great-grandmother, Mrs. Iva Rowse (mother of Florence); and the grandmother, Mrs. Myrtle Young (mother of Joan).

H. P. BACHMAN

Allentown, Pa.

PEOPLE'S ELECTION

Sirs:

Thanks to LIFE for its nonpartisan fund-raising coupon and the editorial ("Let's Have a People's Election," LIFE, Oct. 1) in an effort to stimulate broader financial participation and party activity in the national election campaign. The Democratic Party heartily endorses this project and is cooperating in an effort to make it a nationwide program.

PAUL BUTLER
Chairman
Democratic National Committee
Washington, D.C.

Sirs:

Thank you heartily for running the plea in your magazine for contributions to the major political parties.

We in the Republican Party are having very favorable response coming at a time when the demands upon us are necessarily heavy.

W. HAROLD BRENTON
Treasurer
Republican National Committee
Washington, D.C.

THE OLDEST NATION: EGYPT

Sirs:

Your essay on Egypt brings to our classrooms the finest enrichment material we have seen ("The Epic of Man: Part VI," LIFE, Oct. 1). History and geography take on new significance for teachers and students.

DON SHUTE
Assistant Superintendent
East Peoria Public Schools
East Peoria, Ill.

Sirs:

You let down every LIFE reader in your article on Egypt. This is not the dignity of the court of ancient Egypt.

G. WINTHROP HODGES

New York, N.Y.

Sirs:

The fine strokes of Xavier Gonzalez' brush made LIFE's Egypt article not only interesting and educational but a piece of outstanding historical art.

So it seems to me that you should have spelled his name correctly.

NATHANIEL SALTONSTALL

Boston, Mass.

● LIFE apologizes to Artist Xavier Gonzalez–a typographical error.–ED.

Sirs:

I came home from school Friday afternoon, tired, and looking forward to a pleasant weekend. I had an assignment which included an outline on Egyptian art. How happy I was to find this week's LIFE in my mailbox!

JOANNE PIEZA

Chicago, Ill.

LOVE LETTERS IN GRASS

Sirs:

If you think that one was good ("Love Letters Written in Grass," LIFE, Oct. 1) you ought to see how my husband got out of finishing the lawn at our house one evening last summer.

OLA MAE MCKINNEY

Tulsa, Okla.



LAWNMOWER'S MESSAGE

SEGREGATION

Sirs:

Your wonderful series on the "Background of Segregation" (LIFE, Sept. 3-Oct. 1) reflects on the courage and sense of responsibility of your editors. Here was another example of the dignified use of mass media to educate the public on a highly sensitive current issue.

LOUIS KOUSIN
Elizabeth Good Neighbor Council
Elizabeth, N.J.

Sirs:

Thank you for the series, and a word of commendation to Mrs. Spann Milner for the courage of her Christian convictions. We should remember that it is not as individual Christians that we decide how we shall act, but that as individuals we decide whether or not we shall act as Christians in any given situation, be it integration, economics, or whatever.

THE REV. CLIFFORD P. ALBERTSON
Asbury Methodist Church
Tarrytown, N.Y.

Sirs:

Your articles regarding the integration mess, and your final summation of the issue in a hodgepodge of "Christianity double-talk," have been a splendid work of propaganda.

I am now a confirmed segregationist.

GEORGE W. CLARK

North Kansas City, Mo.

Sirs:

The most significant statement in your symposium of southern church leaders occurs in the brief remarks made by the layman. It is significant not because it is true, but because it reveals that defect in present-day Christian piety which is responsible for the church's failure to take a more effective stand on this and other social issues.

Mr. Jones declares that being a Christian means to him that he is saved by Christ from his personal sins. Therefore, he cannot understand what being a Christian has to do with his opposition to his granddaughter's attending school with a Negro. Apparently it has not occurred to him that his very failure to grasp the connection is one of the things from which he needs to be saved. Mr. Jones is the victim of an overindividualized presentation of the meaning of Christian faith.

The same defect appears in Billy Graham's otherwise excellent article. His seven-point program for easing racial tensions is aimed solely at the individual in relation to his private contacts. Graham does not grasp the principle that in regard to social problems, the church, which is itself a society of men, must take joint action.

THE REV. ROYAL F. SHEPARD JR.
The First Congregational Church
Neligh, Neb.

Sirs:

Your churchmen sound more like lawyers than Christ's disciples. What hair-splitting, sweet reasonableness! Bishop Garber says: "I cannot accept a Supreme Court decision as having spiritual authority for me." Isn't it the Supreme Court that has just caught up with the bishop's avowed faith?

ARTHUR STEIG

Lakewood, N.J.

Sirs:

Billy Graham's article will stand as a historical watershed for the Deep South ("Billy Graham Makes Plea for an End to Intolerance," LIFE, Oct. 1). As the universally accepted symbol of the South's conservative religious culture and its Biblical tradition, his courageous and forthright stand *for* brotherhood and *against* segregation strikes at the very keystone of white supremacy:

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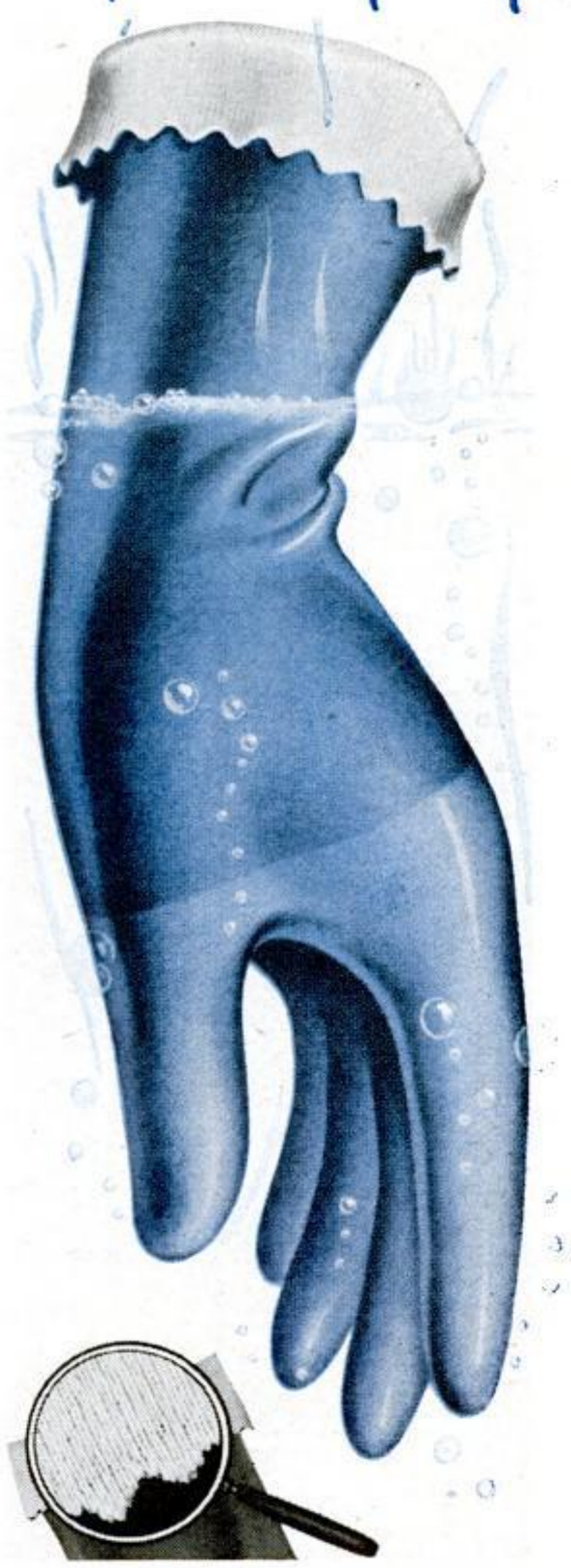
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...Don't let Your Hands tell Your Age...

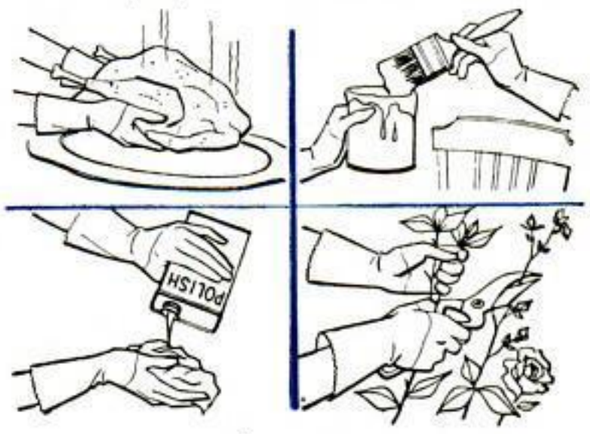
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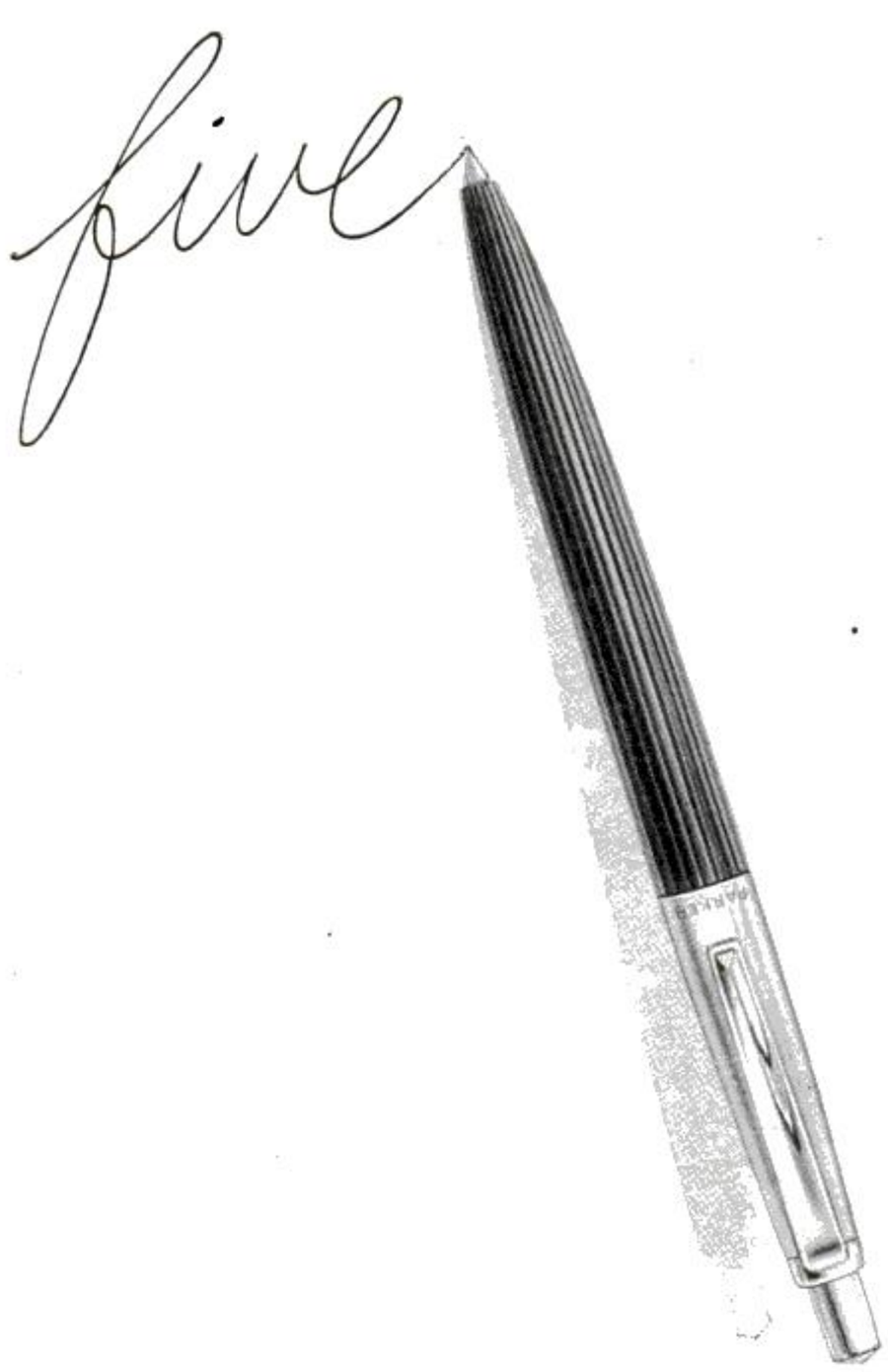


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LETTERS TO THE EDITORS CONTINUED

its religious pretensions and resultant high morale.

Now that Billy Graham has taken his stand, let us hope that southern clergymen at the local level everywhere will follow suit. In your round table of southern churchmen, Dr. Duke McCall says that he "always" counsels young preachers to replace the "fiery denunciation of the community pattern in race relations" with the "more difficult course of setting up and living with a tension between the wrong kind of race relations and the Christian ideal." Contrary to Dr. McCall's view, prophetic preaching does not invariably result in resentment and instant dismissal. Many Southerners, despite some contrary instances, hunger desperately for their minister to tell them plainly and unmistakably what he thinks.

THE REV. ROY DELAMOTTE
The Methodist Circuit
Dandridge, Tenn.

Sirs:

Graham has been criticized quite heavily for not going "deep enough," and many have felt that his grasp of things is only on the surface. This article indicates the very deep understanding that he has of our situation today in reference to segregation.

RICHARD E. GEIB
Gettysburg, Pa.

Sirs:

In your last essay I think that the absence of a representative of the Catholic Church is regrettable. Louisiana's Archbishop Rummel is a leader in the fields of enlightenment and patient, positive action.

GEORGE B. GREDELL
Ft. Polk, La.

● Since Protestant churches predominate in the South, Protestant church leaders were the logical candidates for the debate.—ED.

CHURCHES & SEGREGATION

Sirs:

Your editorial ("Churches and Segregation," LIFE, Oct. 1) says: "Meanwhile no Christian voice, lay or cloth, rose above the shameful clamor at Sturgis or Clay."

The Rev. C. Sumpter Logan of the First Presbyterian Church of Henderson, Ky. went in person to both places, and while he did not inject himself into the situation there, he definitely did take a decided stand in the Henderson, Ky. papers, positively expressing disapproval of the actions in both places.

STROTHER A. BANKS
Henderson, Ky.

REPUBLICANS

Sirs:

I'll bet Ike knew that the pretty lassie whose drum he autographed at Newton was a member of Iowa U's famous Scottish Highlanders ("Republicans Put It on the Road, LIFE, Oct. 1).

If you'd ever heard them wheeze on the bagpipes you'd never have erred in referring to a "fife and drum corps."

In any case State University of Iowa graduates appreciate the picture.

J. MARTIN BAILEY
Levittown, N.Y.

DOUGLAS AS VAN GOGH



VAN GOGH

Sirs:

Am curious. Can you tell me which ear Van Gogh relieved himself of ("Kirk Douglas As Van Gogh," LIFE, Oct. 1)?

MRS. JEANNE JOHN
Kingsville, Texas

● It was his left ear, although his self-portrait (*left*), painted before a mirror, shows the right ear bandaged.—ED.

ENGLISH EGGHEAD

Sirs:

You have a disturbing tendency to label the businessman a hero, the scientist an intellectual and the humanist an egghead. Now comes a story on serious English Author Colin Wilson ("Fuss Over English Egghead," LIFE, Oct. 1). Would you title a story on Aristotle "Fuss Over a Greek Egghead"?

Are you using the term "egghead" for cheap laughs or is this a deliberate contempt for culture on your part? If it is, how do you explain the magnificent study of the Egyptian civilization in the same issue of your magazine? Is Mr. Lincoln Barnett an egghead?

KAI JURGENSEN
Associate Professor
University of North Garolina
Chapel Hill, N.C.

A BOLD SHOW OF FAITH

Sirs:

Why did LIFE decide to call the 1655 Polish victory the "miracle of Czestochowa"? ("A Bold Show of Faith," LIFE, Oct. 1).

E. STURM
Fairfax, Calif.

● Seemingly defeated by the Swedish armies. the Poles prayed to the Virgin of Czestochowa for victory. In front of the monastery at Czestochowa, they routed them.—ED.

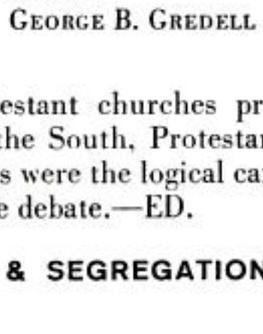
MISCELLANY

Sirs:

No soccer player "butts" a ball with his head any more than once as LIFE stated on page 170 (Miscellany, LIFE, Oct. 1). Just as in tennis a ball is stroked or driven, so in soccer the ball has to be "headed."

M. TURNBULL
Pittsburgh, Pa.

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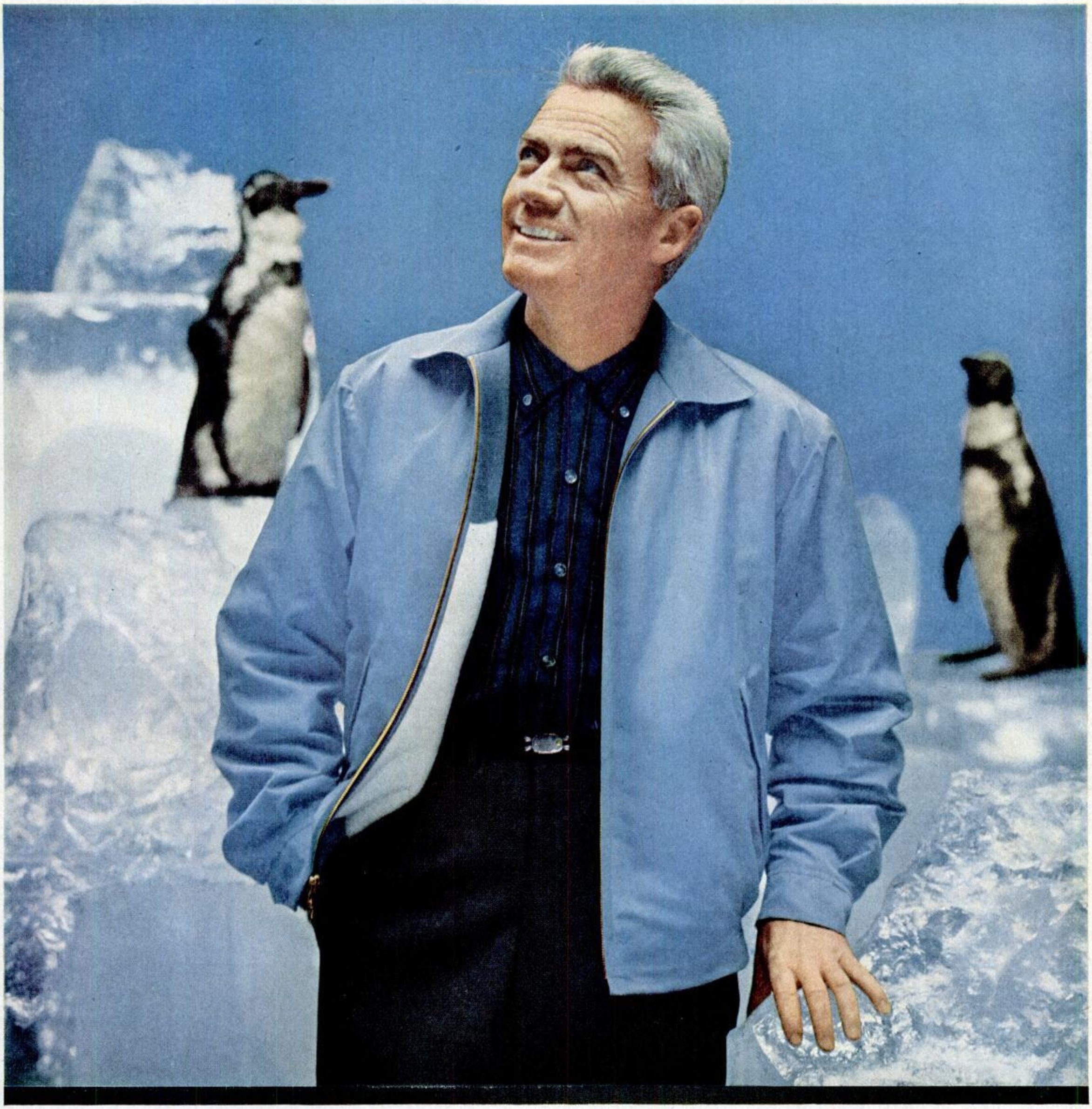
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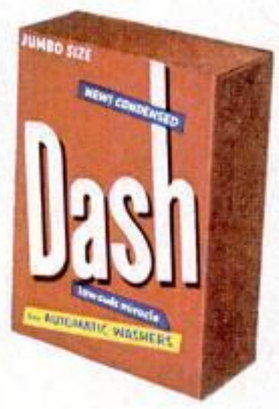


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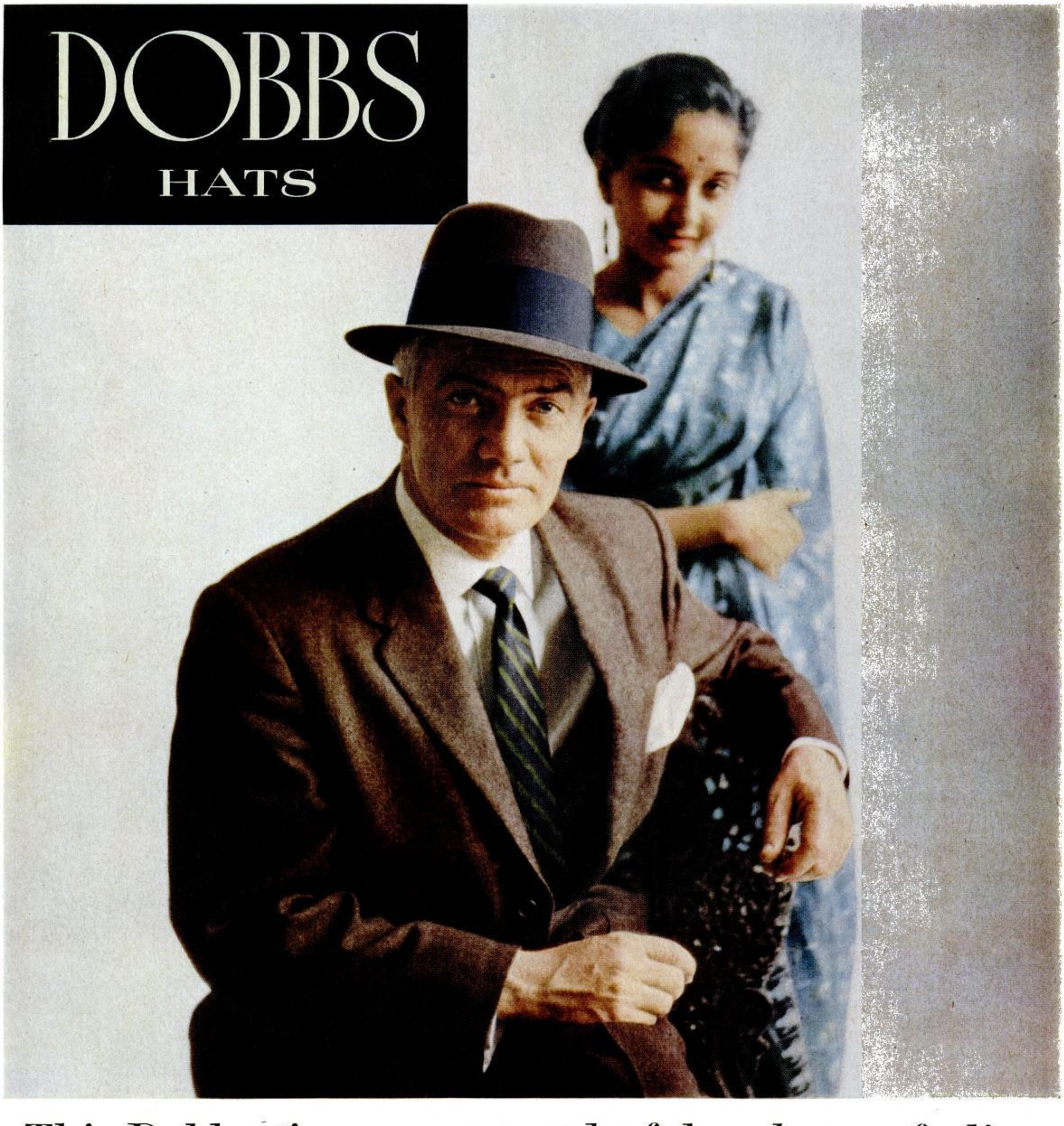


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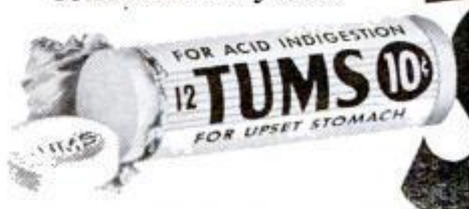
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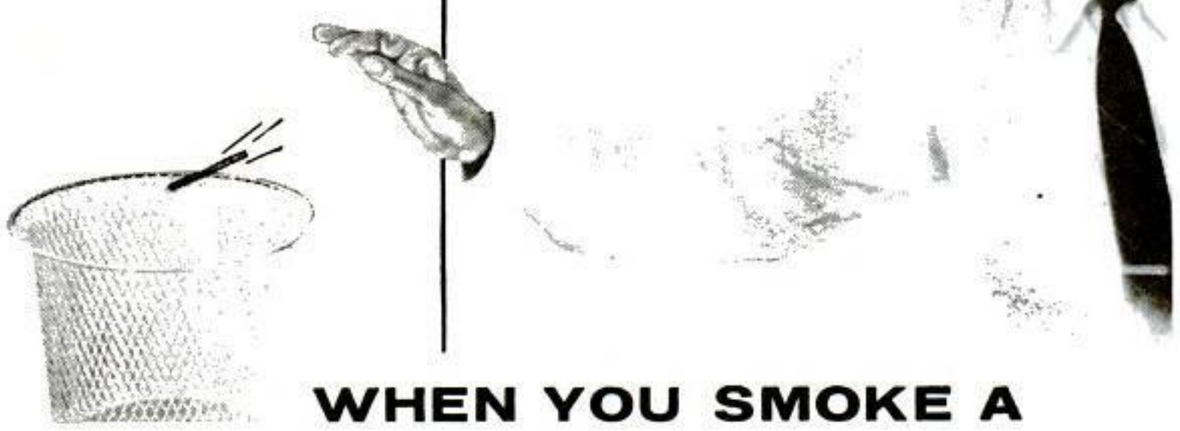
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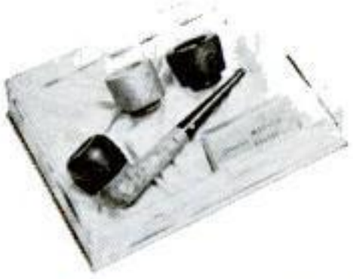




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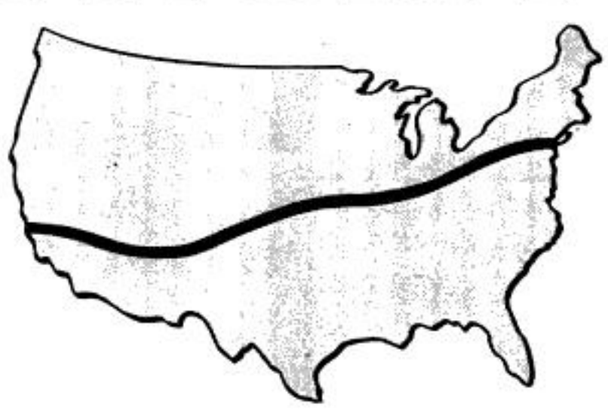
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LIFE
Vol. 41, No. 17 October 22. 1956



ABOARD GOLF SCOOTER, CALIFORNIA SENATOR TOM KUCHEL AND WIFE RIDE THROUGH PALM SPRINGS

THE CLOSE, CRITICAL STATE CAMPAIGNS

As signs mounted that President Eisenhower's personal popularity gave him a continuing lead over Adlai Stevenson in the presidential race, state-level races took on crucial importance for both parties. Across the U.S. last week candidates for seats in Congress and for governor were in full cry on scooter and stumps—real, as at right, and figurative.

It was largely a kind of campaigning far removed from that of the national candidates. The splashy television hook-ups and chartered planes were few. The standard campaign vehicle was the family station wagon or sedan, trundling day after dusty day from small city to backwoods crossroad. Every county fair, any club meeting was likely to draw a candidate, smile fixed and hand at the ready. There were hot debates over issues, but mostly the campaign was intimate and folksy, as if an army of Kefauvers was abroad in the land.

The Republicans banked on the President's popularity to help them regain control of the Congress, lost to the Democrats in 1954. The Democrats, on the other hand, hoped strong state candidates would lend strength to Stevenson. The Republicans' big fight lay in the Senate, and on the following pages LIFE presents the most hotly disputed, still doubtful races.



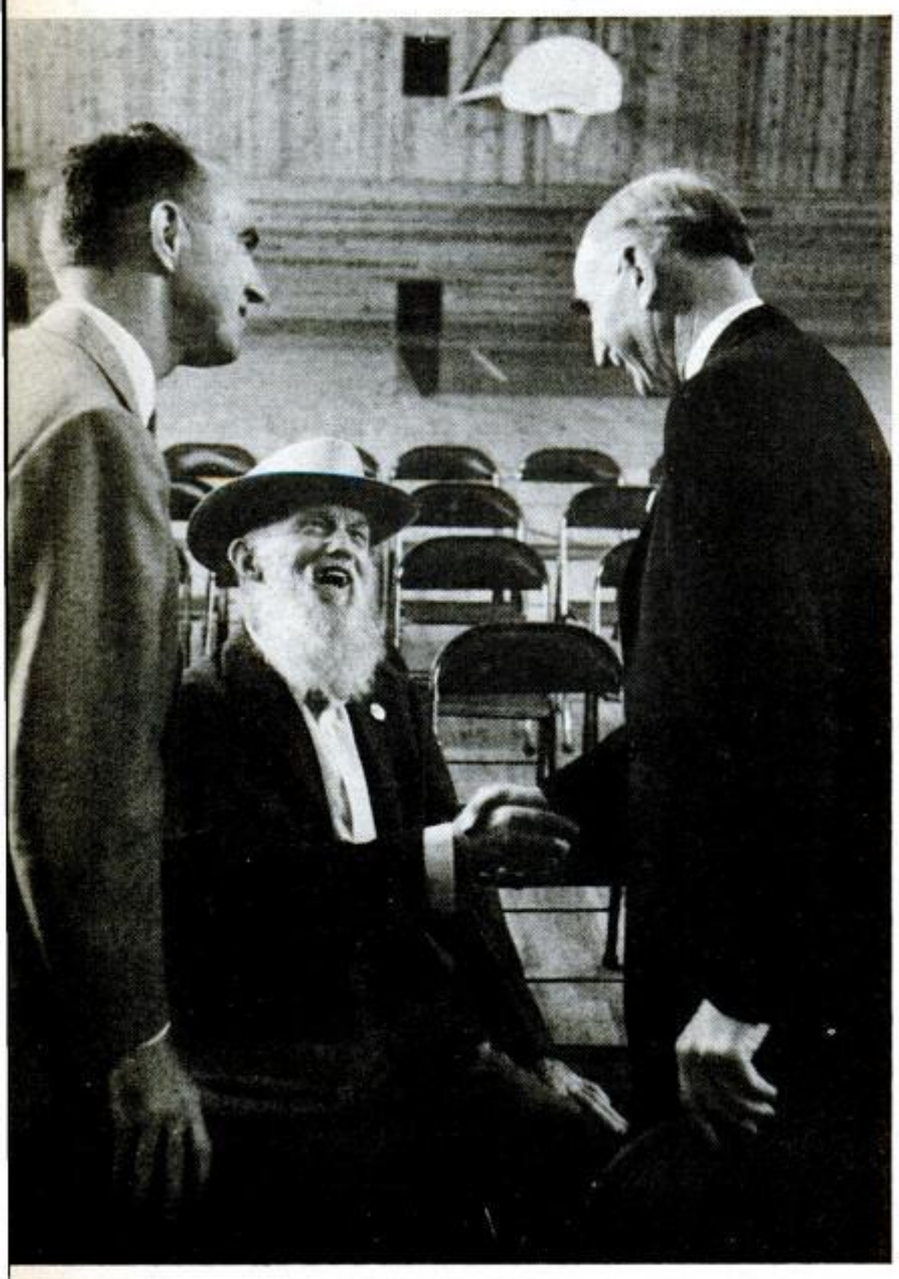
TAKING THE STUMP, OREGON'S WAYNE MORSE LOOKS OVER A DAM PROJECT →

CANDIDATES IN THE TIGHTEST SENATE RACES



NEW YORK Democrat Robert Wagner, mayor of New York City (giving autographs in Westchester County, *left*), and Republican Jacob Javits, state attorney general (at picnic in Rye), are going before voters as liberals. Race is a toss-up with Javits campaigning as Eisenhower administration supporter and Wagner countering that supporter of Dulles and Nixon cannot be a "liberal."





OREGON Republican-turned-Democrat Wayne Morse (talking with 89-year-old Ol Clement at Blue River, *left*) is slight favorite over Douglas McKay, (*right*, campaigning in a Springfield lumber mill), who resigned as Secretary of Interior to tackle the Republicans' top priority task of Senate campaign: beating Morse. McKay counted on Eisenhower's visit to state this week to give him a lift.





PENNSYLVANIA In Pittsburgh, Philadelphia's former mayor, Democrat Joseph Clark, got a ringing endorsement from former President Harry Truman. In the



WASHINGTON Republican Arthur Langlie (chatting with teen-aged supporters in a Burien home, *above*) entered the Senate race at the urging of the White House to oppose



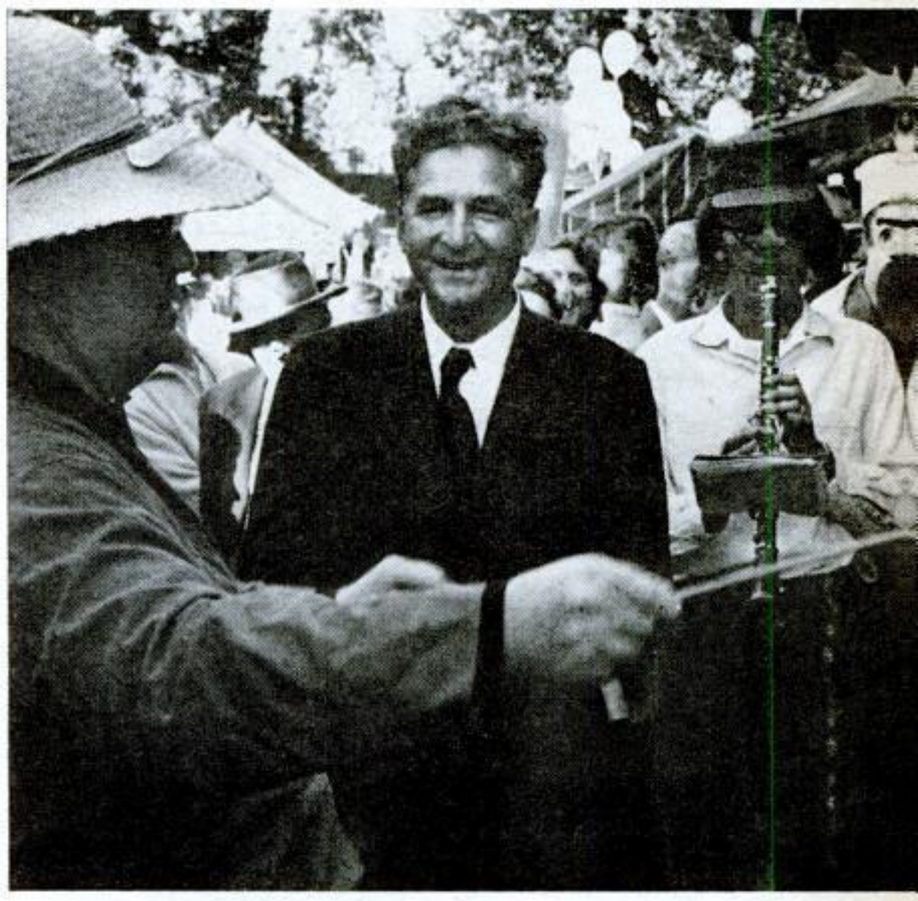
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same city a few days later President Eisenhower gave Clark's opponent, Incumbent Senator James Duff, a ride in his bubble-top convertible, and told him, "I expect you to return to the Senate this fall." One of Eisenhower's original backers, Duff, 73, is in a fight for his political life against the youthful (55), aggressive Clark, who is aided by a newly developed state Democratic organization, an intensive effort on the part of organized labor and big registration gains. A long-standing split in the Republican state machine between Duff and the Old Guard organization has added to senator's troubles.





Warren Magnuson, who is seeking a third term. Magnuson (*below*, addressing a lawn gathering in Walla Walla) drew 150,000 more votes in his primary last month than Langlie did in his. He is campaigning hard and is favored, but Langlie, a popular three-term governor and keynote speaker at the G.O.P. convention in San Francisco, expects to capitalize on Eisenhower's enthusiastic support.





OHIO Democrat Frank Lausche, making Senate bid after an unprecedented five terms as governor, carries on a folksy campaign as he watches a band at Coshocton fair. His opponent, George Bender (greeting a constituent in Findlay, *bottom picture*), seeks second term as a loyal Eisenhower man. Lausche, an archconservative often at odds with his party, is ahead but Bender is gaining.

CONTINUED 33

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CALIFORNIA Democratic State Senator Richard Richards, gladhanding in a Riverside market (*top*), has a tough opponent in incumbent Republican Tom Kuchel. Kuchel (*bottom, third from left*), accepting squash at Hemet, took Vice President Nixon's Senate seat, has narrow lead.





ILLINOIS Democrat Richard Stengel, a state representative, shown (*center, top picture*) at Chicago ward party, is up against Republican incumbent Everett Dirksen. Dirksen, toying with voter's cap at Carbondale, may be hurt by scandals in state Republican administration but is leading now.

SOME STRANGE POLITICAL BEDFELLOWS AND

The efforts of the two parties to elect their men failed, as usual, to disprove an old American axiom: politics make strange bedfellows.

The interparty differences were naturally sometimes extreme. But it was within each party that the strangeness of the bedfellows emerged. Sometimes the differences were only physical (*bottom, right*). More often they involved the great issues that sprang from the demands of each candidate's home territory.

The Democrats, for example, were so sharply divided on civil rights that they encompassed so incongruous a pair as Talmadge and Powell (*top, right*). The Republicans showed no such



FARM POLICY differences show up in Republican senatorial campaigns of North Dakota's Milton Young (*above*), who is for rigid supports, and Vermont's George Aiken (*below*), ranking Republican



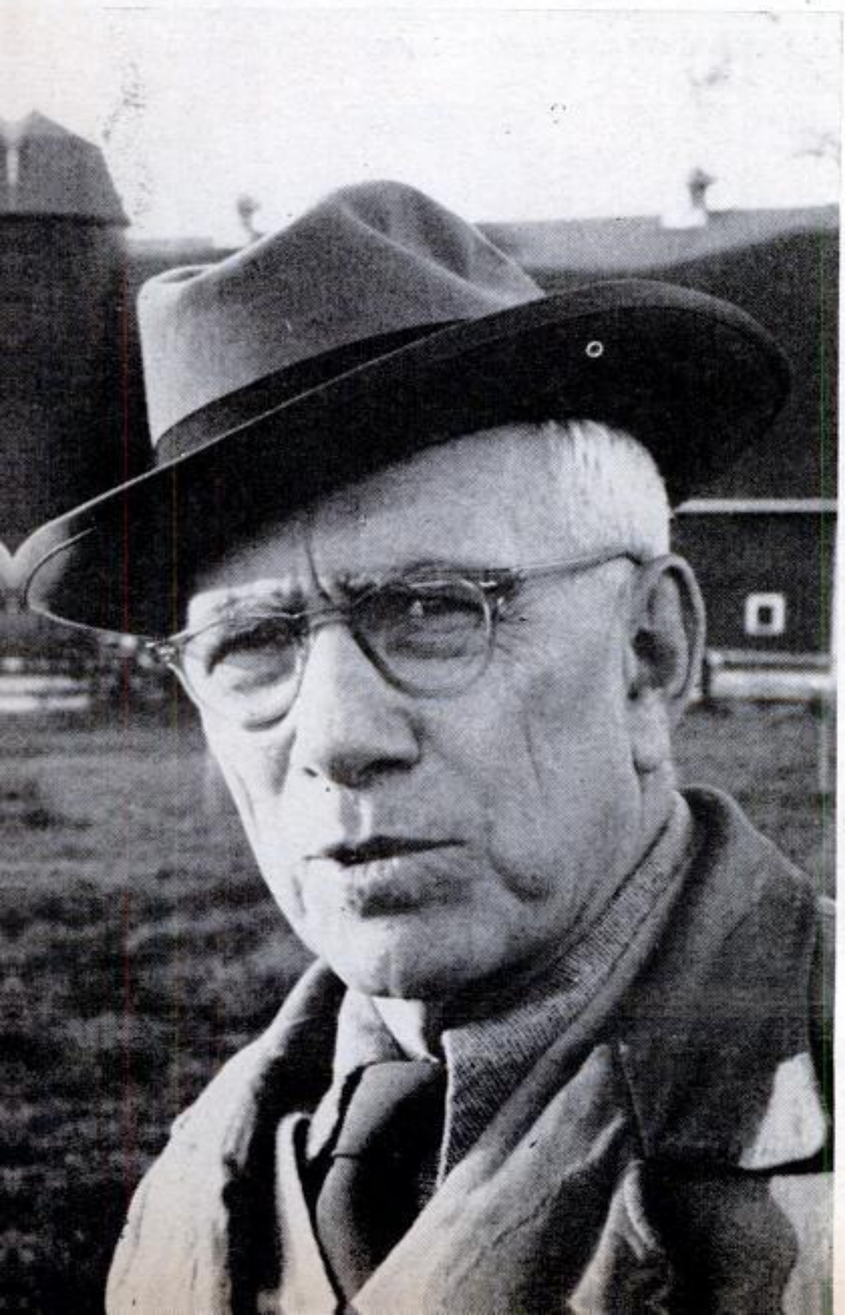
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THEIR DIFFERENCES

sharp, single disparity, but there were differences. Their candidates included some isolationists, some internationalists and some farm state candidates who, heeding the grumbles of their home folks, rejected their party's farm program and committed themselves to the Democratic policy of high, rigid price supports.



member of the Senate Agriculture Committee, who champions Administration's flexible support policy.





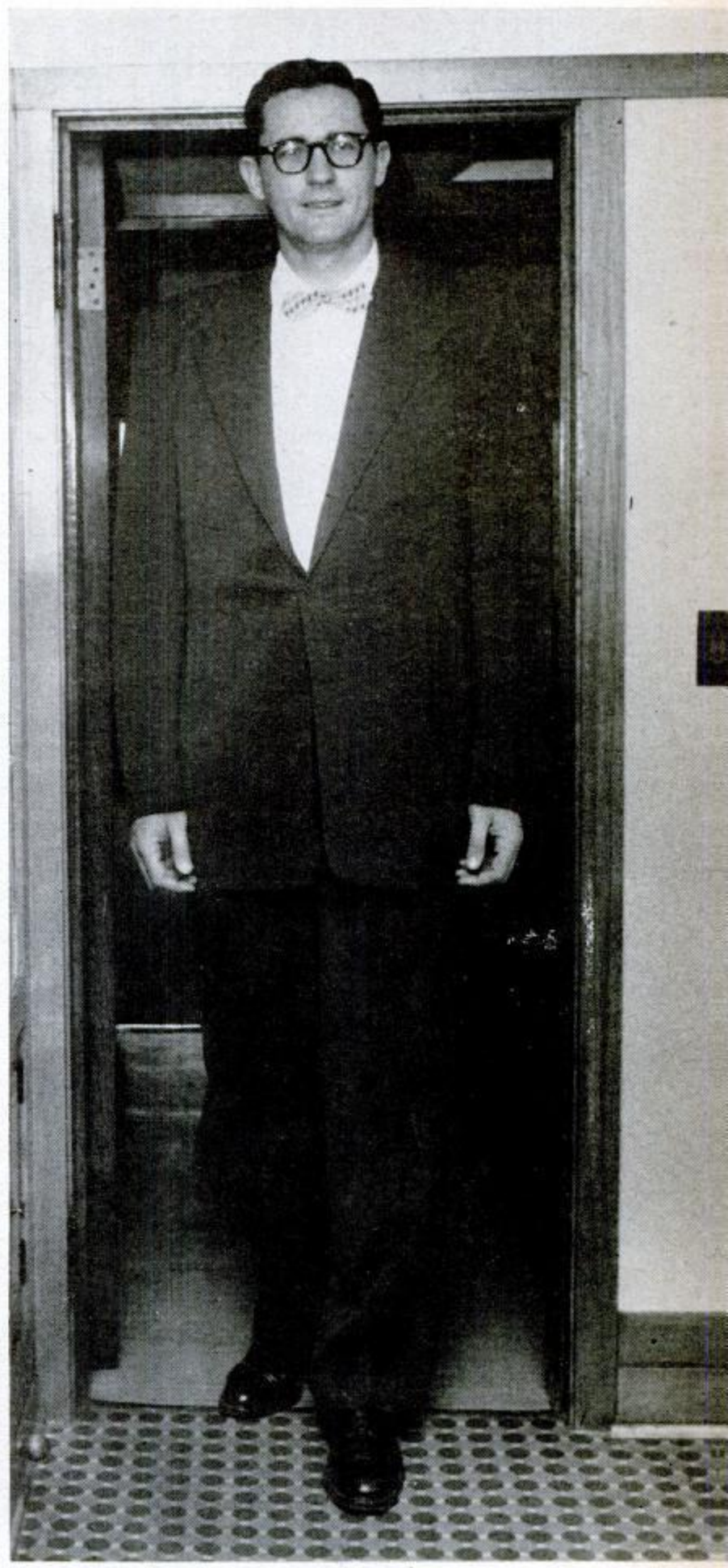
CIVIL RIGHTS differences among the Democrats caused New York Congressman Adam Clayton Powell Jr. (*left*) to switch to Eisenhower because he felt Stevenson's stand was too weak. But segregationist



senatorial candidate Herman Talmadge (*right*) of Georgia felt Adlai was too strong on issue, stuck with party because he believed southern Democrats in Senate could frustrate further integrationist moves.



PHYSICAL EXTREMES of the Republican congressional campaign are 5-foot 5½-inch Frank J. Becker (*left*) of Lynbrook, Long Island, N.Y. and George Mikan, 6-foot 10-inch former all-America basketball



star of Minneapolis. Becker, seeking third term in traditionally Republican territory, is a heavy favorite, but Mikan, running for political office for first time, is a slight underdog in Democratic district.

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SMILING THREAT to Democratic chances, Governor Chandler has not helped Clements or Wetherby.

A TICKLISH TWO-SEAT TUSSLE IN KENTUCKY

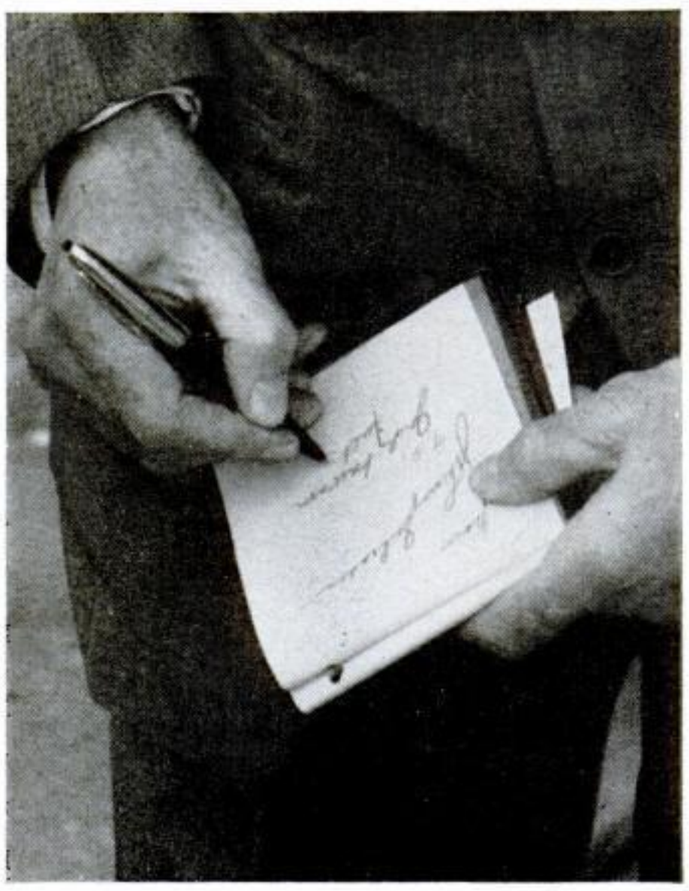
Of all the Senate battlegrounds, Kentucky is the liveliest—it has everything from White House involvement to intraparty feuding. It is a swing state, which Stevenson carried by only 700 votes in 1952. It has two seats at stake. In one, Democrat Earle Clements, up for re-election, faces Republican Thruston Morton. In the other, Democratic ex-Governor Lawrence Wetherby opposes John Sherman Cooper for the four-year term left by Alben Barkley's death. Both Cooper, who quit as ambassador to India to run, and Morton, who served in the State Department, are Eisenhower choices.

The feud concerns the Democrats. Last year Clements and Wetherby both opposed Happy Chandler in his successful race for governor. Now Chandler—evening the score, is withholding his active support from both of them.

The candidates are stumping hard, as shown here. Clements should survive the Chandler defection, but Cooper is expected to defeat Wetherby and win his party a new Senate seat.



DIGGING FOR VOTES AT MINE AT STONE, SENATOR EARLE CLEMENTS CHATS WITH MINER CLOYD TITUS.

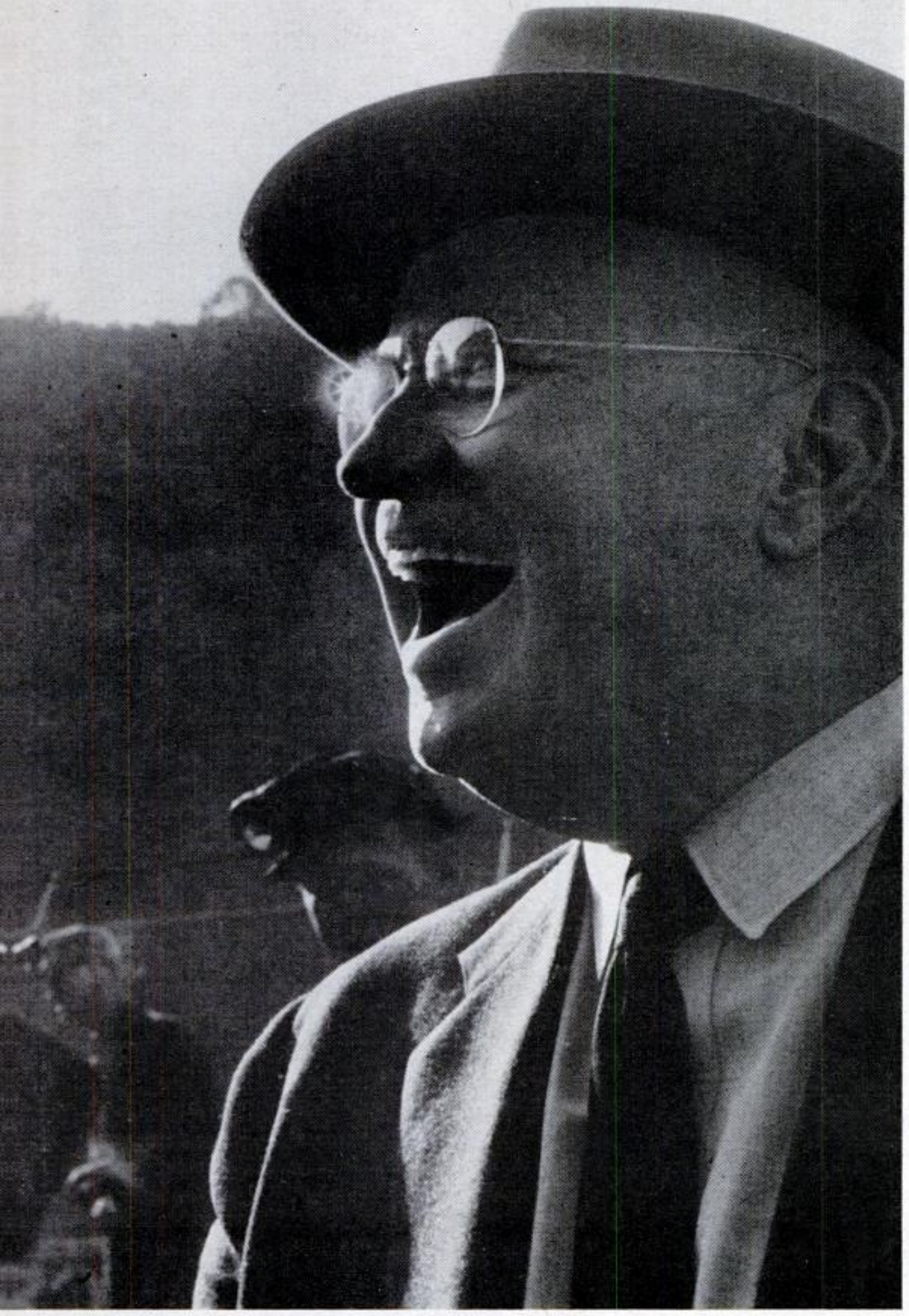




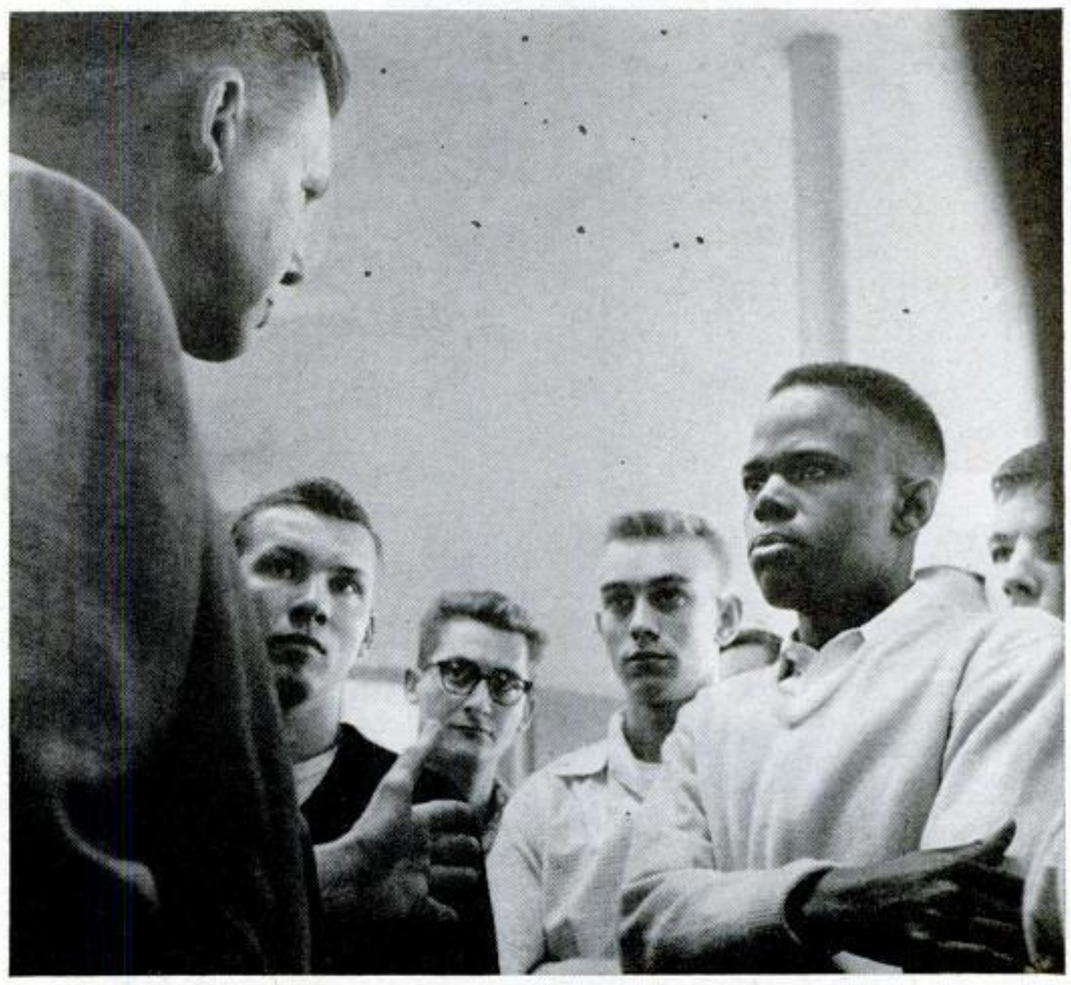


CANDIDATE'S HANDS, belonging to John Sherman Cooper, sign an autograph book, give a voter a campaign card, clutch a voter's arm and fasten an Ike button on still another voter. Making his fifth Senate race (he had won twice) Cooper says, "I feel the tide running with me, stronger than I've ever felt it before."

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CLEMENTS SAYS REPUBLICANS GAVE LITTLE AID TO COAL PRODUCTION



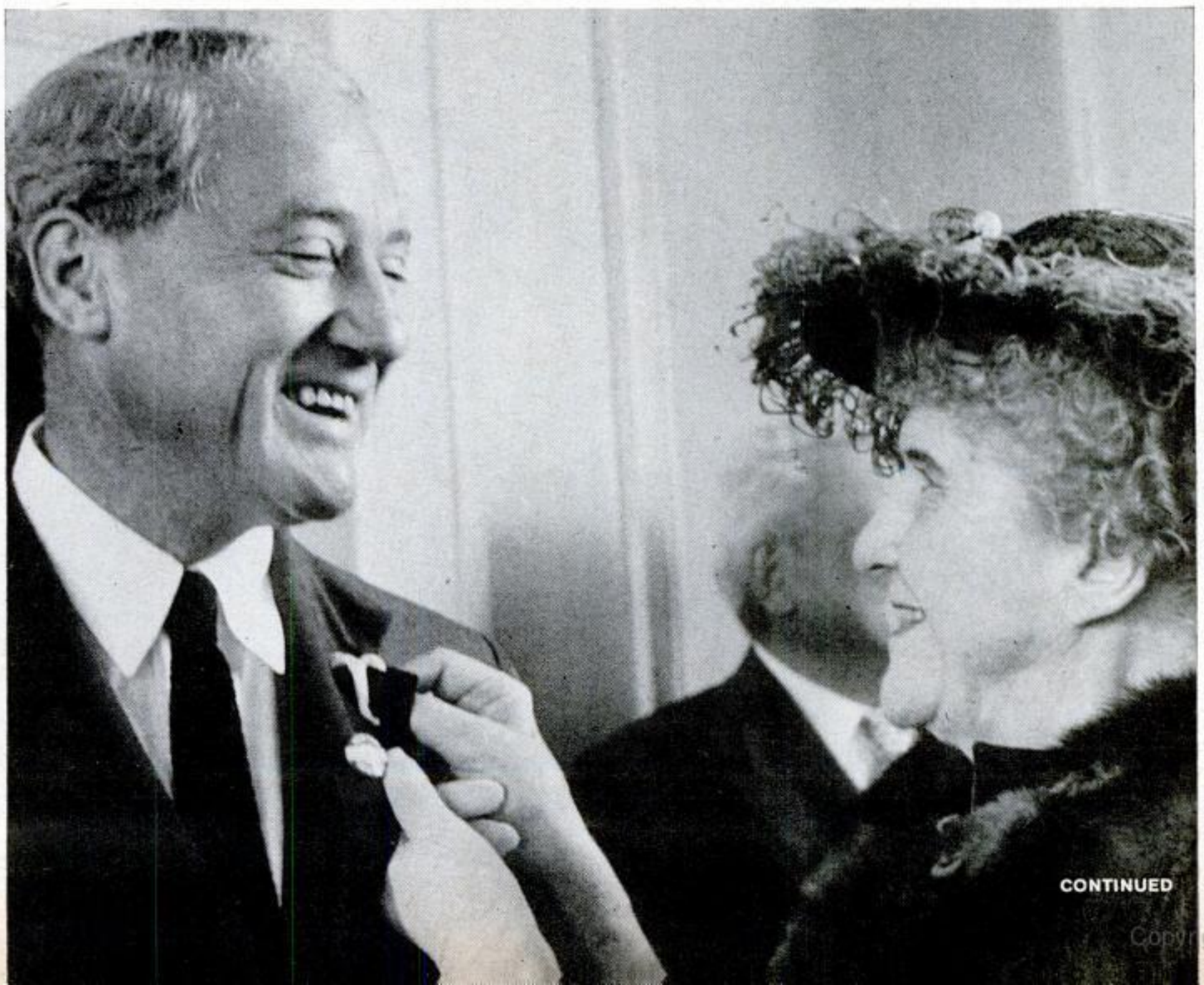
PARRYING A QUESTION, Thruston Morton tells a Bellarmine student that G.O.P. has strong civil rights plank but that it should not enter in state campaign.



TALKING TO TEEN-AGERS in Bowling Green, Wetherby woos an important new group in state, where 18-year-olds can now for first time vote for President.



SUPPORTER'S HANDS pin tuberose on Cooper at → Frankfort. She is local leader, Mrs. James Darnell Sr.



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TEN OF THE TOP GUBERNATORIAL TROUPERS





MICHIGAN Detroit's Republican Mayor Albert Cobo (at Beaver fish fry, *top*) is giving Governor Soapy Williams (dancing at a Detroit fund-raising dinner) the toughest competition of his career. But in spite of the fact that the Michigan Republicans are in the best organizational shape they have been in for many years, Williams' effectiveness as a campaigner is a formidable thing to beat.





KANSAS In the Republican primary last spring conservative Warren Shaw upset liberal Governor Fred Hall and split the party. Shaw (*left*, at Stockton barbecue), who used to be a county chairman, is the object of corruption investigation by Hall. This, plus the terrible drought, gives George Docking (*right*, also at Stockton barbecue) a good chance to be first Democratic governor in 17 years.





OHIO Democratic candidate Mike DiSalle (fondling 3-month-old baby at Akron tea party) has been concentrating on the women's vote at a succession of political teas. But Republican William O'Neill (about to autograph a picture of his family in Cleveland suburb) has slight edge chiefly on his record: O'Neill, state attorney general, has never lost an election in an 18-year Ohio political career.







MASSACHUSETTS Democratic gubernatorial candidate Foster Furcolo ran for the Senate in 1954 and lost largely because popular Democratic Senator Jack Kennedy did not help. But this year Kennedy (*left*, in Boston parade with Furcolo waving, *center*) has enthusiastically endorsed him and he is expected to beat Sumner Whittier (*right*, boarding boat at New Bedford).

IOWA Republican Governor Leo Hoegh (at corn-picking contest in Manchester. *above*) is in serious trouble because of increases in taxes during his first term. This gives Democrat Herschel Loveless (on wagonload of corn with Father Francis Schaefers at St. Paul church fair, *opposite page*) the edge even though polls show Republicans Ike Eisenhower and Senator Bourke Hickenlooper leading.

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SUEZ: ROAD TO SETTLEMENT

The ingredients of a Suez settlement lay all around the U.N. last week. In trying to fit them together, the diplomats agreed on six principles, of which the most important is that "the operation of the canal shall be insulated from the politics of any country." This is an accomplishment. Even though the Soviet Union, in casting its 78th Security Council veto, thumbed-down an Anglo-French resolution implementing international operation of the canal by a users' association, this accomplishment is firmly on the record. It represents Egypt's concession to the point on which Eden and Dulles insisted. The Western concession, on the other hand, will be measured by the extent to which "insulation" turns out to be only talk. Although much fine print has yet to be hammered out, and although the Russians are obviously disposed to cause all possible trouble, there is in visible outline a possible settlement which would be a victory, not for any nation, but for the diplomatic process.

1) *Where Nasser fails.* Nasser's chief tactic (Russia's even more so) has been to try to divide the U.S. from the British and French. From the state of British and French opinion, one would think he had succeeded; but he didn't.

The British Tories denounce Dulles' rock and roll technique. The London *Daily Telegraph* thinks "we are being sold down the Suez Canal by America." France, according to *Le Monde*, "finds itself once more isolated." The British and French were emotionally prepared to clobber the arrogant Nasser. When negotiations prevented this, Dulles became the natural target of their frustration. He himself made things worse by ineptly proclaiming, in mid-negotiations, that the U.S. differs with Europe on the issue of "colonialism," thus seeming to endorse Nasser's most irrelevant slogan.

But in fact the Allied "rift" is wholly in the realm of popular emotions, not of diplomatic substance. At no time has U.S. policy or tactics toward Nasser been substantially out of line with the British government's. Both consistently sought peaceful agreement to assure the canal's international character and usefulness. The Suez negotiations have proved again the value of Anglo-American unity.

2) *Where Nasser wins.* The settlement in prospect does not humiliate Nasser. This is a defeat for those in London and Paris who declared that Nasser, like Hitler, cannot be trusted and must be overthrown. Nasser's position will probably be strengthened by the settlement. But it will remain strong only as he lives up to his end of it.

3) *Military equation: unchanged.* The balance of military power in the canal area will remain just about what it was after the British withdrew their last troops in June. With or without French or American help, the British can still re-seize the canal from the Egyptians any time they have a moral warrant to do so. Although Soviet *influence* is stronger in Egypt than before Nasser started trading with them, the frontiers of Soviet *arms* are as far from this vital crossroad as before. The map still shows anti-Communist Turkey, Iraq and Iran (not to mention Nasser's own distrust of Communism) lying between. And even Soviet influence can be offset by another new factor in the equation.

4) *New international law.* This new factor, which a settlement promises, is that the international character of the canal, and Egypt's obligations with respect to it, will have been placed beyond dispute. The Treaty of 1888 spoke of "a definite system destined to guarantee the right of free passage at all times and for all powers." The old canal company was a dubious vehicle for this "definite system." The treaty now in sight, if worth signing at all, should be a marked improvement on it. New and better international law is being made, and in a part of the world that needs it.

Those who most wanted to fight or humiliate Nasser would have done so in the name of "the rule of law." But the legal case against Nasser was too flimsy, and his behavior since the seizure too correct, to justify a punitive expedition. Now we of the West have the chance to bind Egypt in the same web of law that confines our own use of power. If he accepts that web and then breaks it, the use of force, whether economic or military, will be thoroughly justified, with or without specific U.N. sanction. But there is no reason to assume that a settlement merely postpones an inevitable conflict. For the point about international law is that it appeals to *every* nation's sense of equity, inhibits their passions and civilizes their behavior. In the agreement now in prospect, that universal sense of equity is what will be strengthened.

KHRUSHCHEV AND THE GYPSIES

One of the clearest indications that Soviet Russia's leaders might be going off their rocker was the promulgation last week of a decree which attempts to make gypsies obey the rules, get regular jobs and stay in one place. If Khrushchev had consulted New York's Magistrate John Murtagh he would have been warned against trying anything as foolish as that.

Last winter, when a Serbian gypsy named Big Joe Uwanawich was pinched for ignoring 51 traffic summonses (including one for the demolition of a fire hydrant with his Cadillac), Magistrate Murtagh let Joe off on condition that he get other gypsies to come in and pay the 2,000 traffic tickets they had ignored. All that came back from Big Joe was a series of friendly postcards from places like Kansas City and Omaha, with nothing more tangible than such greetings as "No gypsies here. Leaving for South, perhaps do better there." Finally the court did get a note from Bessemer, Ala. on the back of a restaurant check saying: "I, Nido Uwanawich, met up with Joe Uwanawich. I will pay my summonses as soon as I have money."

Khrushchev ought to know better anyway because his Hungarian stooges made the same mistake as recently as 1945, when they tried to control Hungary's gypsies by giving them identity cards and forbidding them to move. The gypsies frustrated the system by making the cards common property, using them as playing cards and swapping them with each other. Whenever the cops got on their tails they simply took a new name—gypsies change their names the way other people change their clothes. The Hungarian regime provided building materials to make houses for the "homeless" gypsies, who sold the materials and took off with the money. Sent to school, they used the textbooks to make cigarets.

Police and many citizens of all nations take a dim view of gypsies because of their light fingers and their dubious callings, such as horse-trading and fortunetelling. While gypsies have produced no great men, even in music (though they have some good fiddlers), it would be a mistake to think they don't know their own mind. After 10 years of trying, the Hungarian government has managed to organize three gypsy farm cooperatives. But even these caged birds work short hours and never take a difficult physical job, and the rest of the tribe is still roving.

Khrushchev's plan for the gypsies promises to "improve their living conditions and raise their cultural level." He has our sympathies; he will have to outsmart them first.

A LOOK AT THE WORLD'S WEEK: PP. 147-150 ·

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NEW! ITALIAN-STYLE SPAGHETTI WITH 6 MEATBALLS



BRAVO! Spicy, Italian-style sauce glorifies our new thin-strand spaghetti. And 6 (not 4) beefy meatballs—fork tender. A meal that earns encores!

FRANCO-AMERICAN



Marvelous Unit-Wall Kitchen . . . about $55 a month* . . . New G-E appliance-cabinet groups actually substitute a wall! At left, refrigerator center has Undercounter Freezer and storage cabinet base. Stacked above are a handy Cabinette and eye-level Wall Refrigerator. At right, sink center with G-E Base Cabinets, Disposall, Dishwasher, Range Units, Wall Oven. Cabinets are stacked over them.



Light Lanai Laundry Center...about $18 a month*... provides activity area while the family wash is done effortlessly! By laundry, G-E Porcelain Enamel Sink with Cabinet, G-E Filter-Flo® Washer that eliminates lint, G-E high-speed Automatic Dryer. Green linen Textolite provides worktop on sewing center at left and storage drawers in rear. This is one of many arrangements you can easily plan.

As little as $35 a month* brings you



Carefree Classic Kitchen . . . about $41 a month* . . . radiates easy cooking and serving in this split-level open-room plan. Convenient pass-through has wide G-E Waist-High Oven with drawers below, easy-cleaning Porcelain Enamel Sink with Food Disposall,® top-loading Undercounter Dishwasher. Against oak panelling are G-E Base and Wall Cabinets, roomy Refrigerator-Freezer. Center snack bar has built-in Range Surface Units. Discover how you can have a planned kitchen too!

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Pleasant Provincial . . . about $52 a month* . . . combines built-in efficiency with friendly charm. In one unit G-E Kitchen Center at left has G-E Combination Washer-Dryer, Food Disposall Sink, Undercounter Dishwasher, Range Surface Units with Cabinet and Built-in Oven. Stainless Steel countertop. Cabinette has a built-in G-E Radio and fluorescent light. At right, G-E Refrigerator-Freezer.



Pink Pavilion Kitchen . . . about $35 a month* . . . blends outdoor living with a cool cook's haven. At left, G.E.'s big 11-foot refrigerator with self-closing door, flanked by orderly storage cabinets and snug Cabinette. Dramatic red linen Textolite® accents two-door G-E Base Cabinets, matching pink Contoured Sink with Food Disposall, Slide-Out Dishwasher. Stratoliner Range for all automatic cooking.

a complete General Electric Kitchen

Today only G. E. offers you a complete kitchen choice! G-E Mix-or-Match Appliances to fit every home design. Planning service, too!

Did you dream a complete General Electric Kitchen could be so easy to own? Or would be so readily available?

From undercounter freezers to harmonizing countertops . . . General Electric can offer you everything *right now* to create a harmony-lovely, *integrated* kitchen. See how easily you can mix or match the most automatic appliances in the world to live in a kitchen pleasing and easing at every turn.

If you modernize, as little as $35 a month,* based on credit terms under a Kitchen Modernization Plan available from General Electric Credit Corp. Including planning and designing just for your special needs.

If you're building or buying, as little as $4 or $5 a month added to your long-term mortgage. When you buy G-E appliances, you can have General Electric planning services at no extra cost. Your dealer will work with your architect or builder. Or, you can see complete General Electric Kitchens in new homes priced from $10,000 up.

G-E PLANNING SERVICE

Look under "G-E Dealers" in your classified phone book for the one nearest you. Drop in and see his dozens of kitchen designs, complete with matching accessory guides. Or write to General Electric Home Bureau, Appliance Park, Louisville 1, Kentucky, for free literature.

Your G-E dealer can offer you: a custom-design service for kitchens • readily available paints to match • decorating schemes with 5 Mix-or-Match colors • sources for floor coverings, fabrics and wallpaper in Mix-or-Match colors • names of builders who install General Electric Kitchens in your area.

HOW TO MODERNIZE THE STEP-BY-STEP WAY



1. Start with one G-E Mix-or-Match appliance. Perhaps a new range, or the one you need most. Let it set the color key for your kitchen ensemble. G-E colors can be combined smartly with white appliances, too.



2. Paint to match. Specially created paints in all 5 G-E Mix-or-Match colors let you extend color schemes to walls, ceilings, cabinets, knickknacks. It's so easy to start with a little ensemble and make it "grow."



3. Add your own accessories. You can get fabrics, linoleums, countertops, furnishings, small G-E appliances in Mix-or-Match colors. Your G-E dealer will tell you where. Add more G-E appliances as you go along.

LIVE BETTER . . . *Electrically*

*Prices based on credit terms under a Kitchen Modernization Plan available from General Electric Credit Corporation. Installation and accessories additional. All prices subject to local variation.

GENERAL ELECTRIC

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COLOR
THE BIRDS EYE KIDS

ENTER
THE RCA VICTOR BIRDS EYE CONTEST



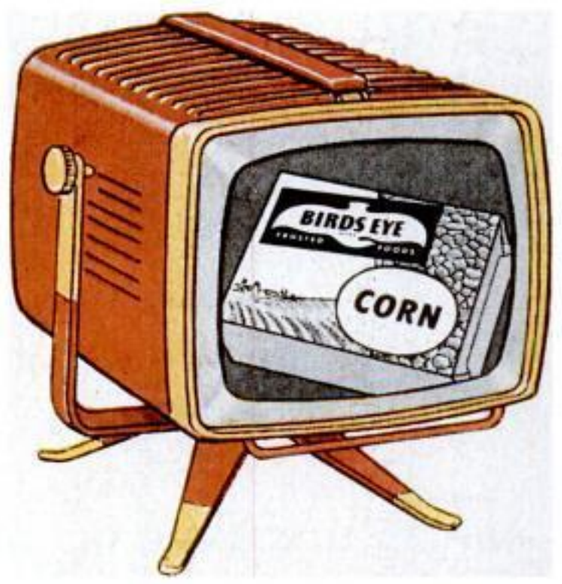
WIN
a big RCA Victor color TV set

100 FREE SETS
as first prizes!

100 chances to win a beautiful new RCA Victor big color TV set! Retail value, $495 each!

50 SECOND PRIZES!

50 more chances to win your own new RCA Victor Personal black-and-white TV set! Retail value $125 each!



HERE'S ALL YOU DO!



Get an official entry blank with complete rules at your Birds Eye grocer's or RCA Victor dealer's. Then, right on the entry blank there's space for you to color us Birds Eye Kids. Show us what *you* think we look like!



In 25 words or less, complete sentence on entry blank: "If I were buying a television set, I would buy RCA Victor Compatible Color TV because . . ."



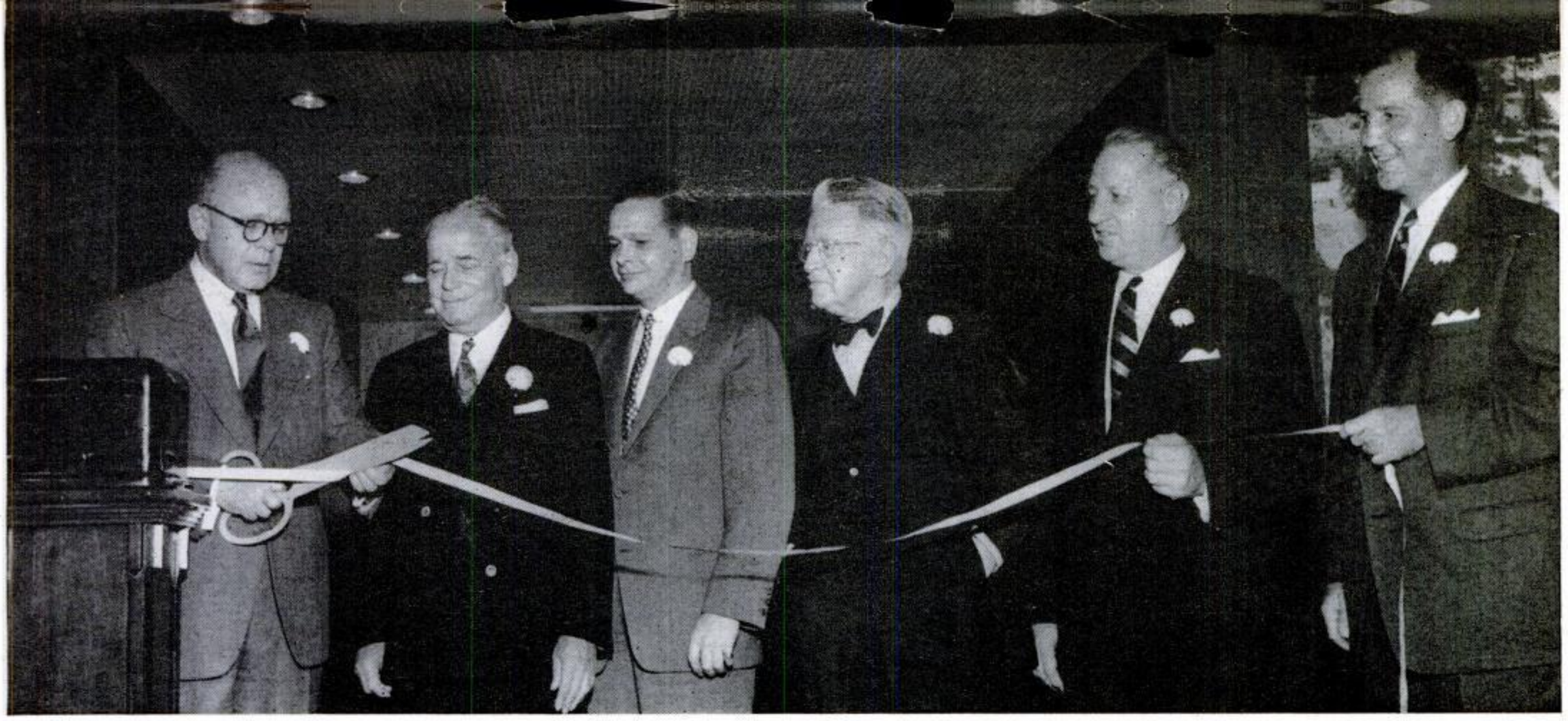
Be sure to enclose one label or can top from any one of the Birds Eye Frosted Foods products . . . or have entry stamped by your RCA Victor dealer. Contest closes December 31, 1956. Act now!

YOU'RE ALWAYS A WINNER WITH BIRDS EYE FOR DINNER!

Contest open to residents of the continental U.S.A. and Canada, as set forth in the rules.

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THE COMPANY NAME BEARERS assembled in front of a ticker tape for one of Mr. Merrill's last public appearances, the opening of its "How to Invest" show in New York last year. From left to right are Winthrop H. Smith, who now heads the firm; Mr. Merrill; Edmund C. Lynch Jr., the son of Merrill's original partner; Edward A. Pierce, who is still a senior partner in the company; Darwin S. Fenner, representing his father; Alpheus C. Beane, whose father is deceased.

THE PASSING OF CHARLES MERRILL OF MERRILL LYNCH, PIERCE, FENNER & BEANE

As employes stood for a solemn 60 seconds, the 101,000 miles of wires linking 117 brokerage offices to the home office near Wall Street were strangely silent. At 70, the man who had made them hum was dead. Charles Merrill had founded the world's biggest brokerage house with the longest list of partners in Wall Street—Merrill Lynch, Pierce, Fenner & Beane. Begun as an investment banking partnership with Edmund Lynch in 1915, the original firm was Merrill Lynch & Co.—omitting the comma was fashionable at the time. Later mergers added new names to the house until it finally sounded, to one wag, like a beer barrel rolling downstairs.

Merrill's company rolled along to success by defying nearly every Wall Street tradition. While most brokers considered the general public uninterested, Merrill felt small investors should own more stock and set out to tell them so. Their response by last year had brought his firm 300,000 customers and a gross income of $82 million. It brought Merrill a fortune to be spent on fine food, champagne, three homes, with some $15 million left to bequeath to schools, churches and charities at his death.

STANDING BESIDE PHONES USED IN OVER-THE-COUNTER TRADING, MARKETING DEPARTMENT EMPLOYES MUTELY MARK MOMENT OF THE FOUNDER'S FUNERAL



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IN SCHOOLROOM WINDOW THE MAD BANDIT ARTURO SANTATO USES CHILDREN AND TEACHER VINCENZA NOVETTI AS SHIELDS WHILE HE POINTS PISTOL AT

TERROR'S DAY IN TERRAZZANO

Madmen hold 95 in school captive

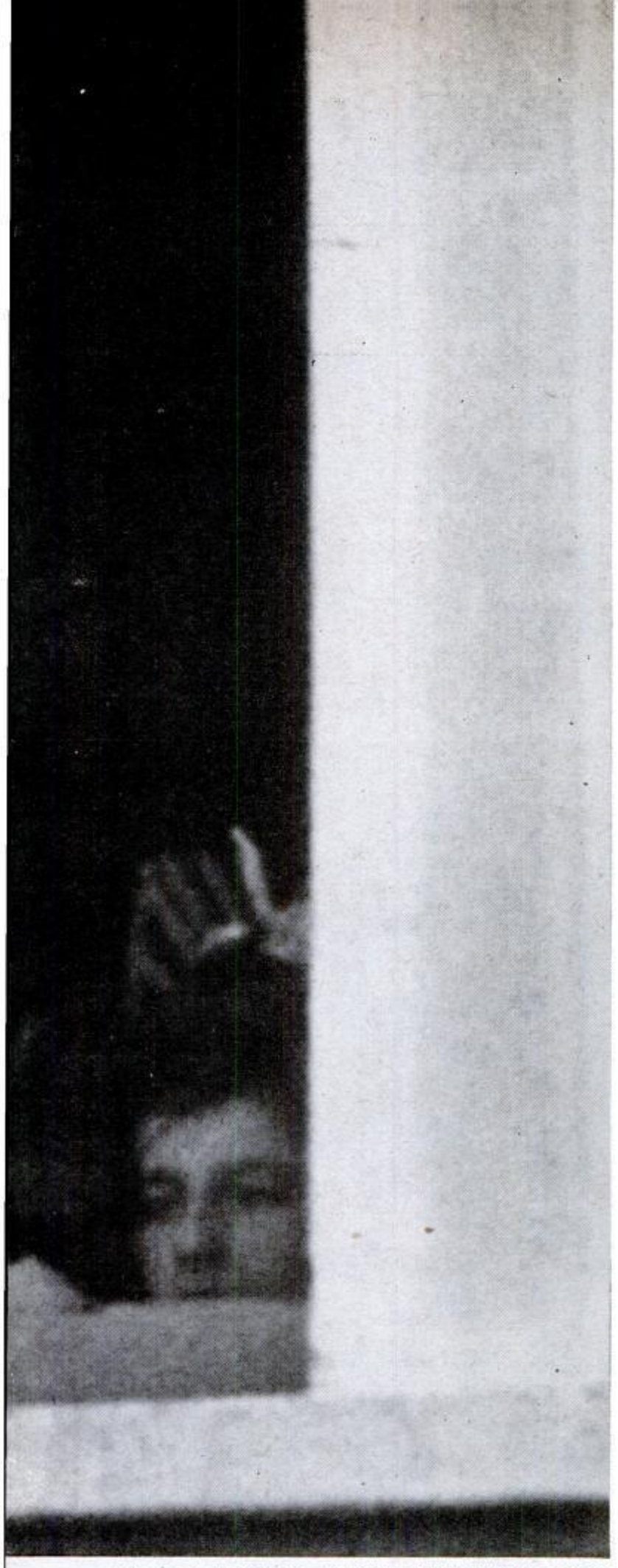
For six endless hours one day last week the people of Terrazzano, a tiny Italian village near Milan, lived in terror. They wept and prayed and stared up at a second-story window of their school. Behind that window 92 children and three teachers, bound hand and foot, were being held captive by two madmen who demanded a ransom of 200 million lire ($320,000).

The bandit pair, Arturo Santato, only one month out of a madhouse, and his younger brother Egidio had guns and dynamite and sulphuric acid. The men shot and wounded a mother trying to reach her son. While villagers moaned, Arturo poised acid over the eyes of a youngster and roared down at the crowd, "I shall kill them all—one by one—in front of this window unless I get the 200 million."

Mindful of the children's safety, police did not dare rush the bandits. Instead they moved cautiously, talking and trying to win time. On demand of the demented pair, they cut down trees in the schoolyard and promised them a

TOWNSPEOPLE CLUSTER IN SQUARE BEFORE SCHOOL AS CAPTOR AND TEACHERS STAND AT WINDOW (UPPER RIGHT). DOWN STREET AT FAR LEFT, SOLDIERS NEWLY

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THE CROWD BELOW. CAPTIVES HAVE HANDS TIED

television set to "see all around the school."

Suddenly a captive teacher, Paola Del Carratore, hurled herself on a bandit. At the same time another captive teacher, Vincenza Novetti, called desperately for help. Hearing the commotion, Sante Zennaro, a mechanic, grabbed a ladder and scrambled to the window as police rushed into the school. The bandits shot and killed Zennaro. But through windows and doors in one tumultuous torrent police and townsfolk poured in and subdued the gunmen.

ARRIVED BY TRUCK RUN TOWARD THE SQUARE





WEEPING WOMEN stand in street outside school. Many were sure their children were already killed.



CARRYING CROSS, a mother walks in front of the school pleading with the captors to release children.



CRAZED CAPTOR Santato stands behind teacher Vincenza Novetti, cries into microphone, "I'll kill!"



HEROIC RESCUER Sante Zennaro climbs into a window, was shot down by both brothers' guns.



STORMING THE SCHOOL in wake of Sante Zennaro's leap to death, police crowd up ladders and into room, some stopping to wave citizens back until the madmen are secured and the children freed.

CONTINUED 47

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RELIEVED RESCUERS, not waiting for jammed halls to be cleared, take children outside by ladder.



STRUGGLING BANDIT Egidio (*right*) writhes as police capture and hold him in the schoolroom.



WOUNDED by police, beaten by crowd, Arturo lies on ground. Psychiatrist, police stand over him.

HALF-CONSCIOUS Egidio is carried off to prison by police through a mob of furious villagers. →



TEARFUL GIRLS in school smocks are carried out by a rescuer while police try to keep a path clear.



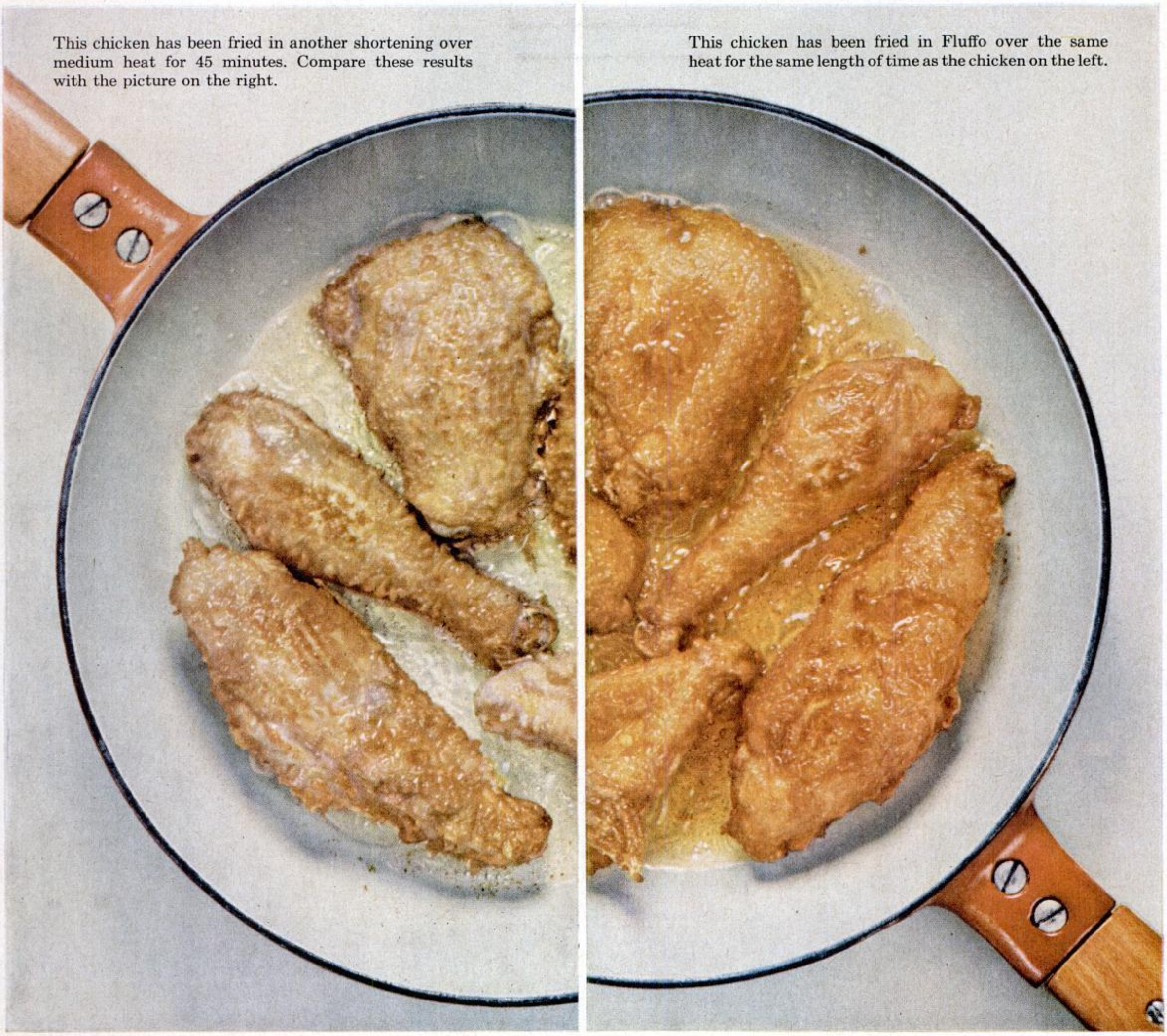
A PANICKY PUPIL looks wildly around for her mother after emerging from school with her rescuer.



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This chicken has been fried in another shortening over medium heat for 45 minutes. Compare these results with the picture on the right.

This chicken has been fried in Fluffo over the same heat for the same length of time as the chicken on the left.



Something Golden Happens

(golden crispness you've never gotten with any other shortening)



Pure shortening, not a table spread.
Golden yellow from pure, wholesome carotene.

Expect surprising results when you use golden Fluffo; it's an altogether surprising shortening. Different from other leading shortenings as day is from night . . . different in substance, different in handling, different in results:

There's not a one that can give you such crisp, light, golden-brown fried foods. Like the chicken shown above—moist and fork-tender inside, more beautifully browned all over and just as digestible as it looks. For deep frying, you'll find you can use light, sweet Fluffo indefinitely. Just add more when needed.

Not one can give you such tender, flaky, golden-brown pies. No change in the measurement your favorite recipe calls for—just a wonderful change in results!

Fluffo even handles differently; it's so much lighter and fluffier than any other leading shortening it's a joy to use. You actually blend with fewer, easier strokes. And the golden color lets you see how perfectly you're mixing cake batter or pie dough. Try Golden Fluffo—how can you possibly miss?

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"On stage, Miss Martin!"

And Mary Martin's TV stage is now on NBC Television exclusively! See the first of her new Big Color shows, "Born Yesterday," on the Hallmark Hall of Fame, Sunday, October 28th!

FOR THE NEXT THREE YEARS, all of Mary Martin's television appearances will be on NBC . . . in Color! On Sunday, October 28th (7:30-9:00 PM, EST), you'll see the first of her new NBC shows, the smash-hit comedy, "Born Yesterday," written and directed by Garson Kanin and produced by George Schaefer. Paul Douglas will co-star, in the role he made famous on Broadway. Don't let anything keep you from tuning in.

Mary Martin will be starring in five more NBC Big Color TV productions. You can, of course, watch all of them in black-and-white. But if you've never yet seen Mary Martin in Color, a week from Sunday is the time to start. It takes glowing Color to capture all the magic Mary Martin radiates . . . every time she steps on stage.

EXCITING THINGS ARE HAPPENING EVERY NIGHT ON

NBC Color Television

a service of RCA

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It's Hunt's...

It's got Sweet-spice flavor...

It's just what Meat Loaf needs!

The *Sweet-spice* flavor of Hunt's Catsup pays your favorite foods a compliment! A tingling, tart-sweet compliment that enhances — never hides — their delicious flavors! *Sweet-spice* flavor is Hunt's alone! Enjoy it at *your* house!

Deliciously yours!

Hunt Foods, Inc., Fullerton, California

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AT SECOND POZNAN TRIAL, MILITIA GUARDS ARMS SAID TO HAVE BEEN USED BY DEFENDANTS WHILE PROSECUTOR SPEAKS AND CHIEF JUDGE TAKES NOTES

ORDER IN RED COURT, DISORDER IN RED RANKS

The amazing trials in Poznan, Poland last week moved suddenly to their end: the defendants' outspoken statements that they had joined in the June 1956 Poznan riots because of the misery, tyranny and Soviet domination in Poland were embarrassing the Red regime. The first group of defendants charged with murder (LIFE, Oct. 15) was let off with surprisingly light four- and four-and-a-half-year sentences. Two defendants in the second trial (*above*) were acquitted, one got a suspended sentence, six accused of stealing and wielding arms got prison terms up to six years. The third trial of eight indicted for attacking the militia was being rushed to a verdict. As for many other Poznan prisoners, the Communists hastily canceled or postponed plans to try them.

This hushing up of the courtrooms did not solve much deeper problems. "The trials," LIFE Correspondent Flora Lewis reported, "actually serve to spotlight two momentous conflicts now going on in Poland. One is the old and durable struggle of the Polish people against their oppressors. The other is a new and ferocious struggle among the Polish Communists." One Polish Communist faction stood foursquare for the repressive policies of the Stalin era. The other wanted to relax controls on the Polish people. The abuses revealed at Poznan helped the liberalizers force the resignation of six high officials and last week they toppled powerful Stalinist Hilary Minc, long the economic boss of Poland.

Dramatic as these developments were, they were still limited. None of the new liberties the Polish anti-Reds were taking were guaranteed by law. The Communists, while they were split, were nevertheless in the saddle. Poland's ties to the U.S.S.R. remained firm. But those ties might be loosened by the rumblings throughout the world of Communism (*next page*).



PLEASED DEFENDERS, lawyers at first trial got the accused off with light sentences after they had testified that their original confessions were extorted by brutality on the part of the secret police.



PLUCKY DEFENDANT at third trial, Janusz Kulas heartened spectators with his brash retorts to the prosecutor. Kulas is known to friends as "Eddie Polo" after an ex-Hollywood stuntman they admire.

CONTINUED

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CYNICAL PROSECUTOR Joachim Markowicz smiles between snarling attacks on defendants at third trial. He was only prosecutor whom defense called unfair.



POIGNANT DEFENDANT Janusz Suwart tells second trial that his father was jailed despite being good Communist, mother almost starved. He was acquitted.



POLISH LOSER Minc was sacked for his excessive kowtowing to Moscow.

FIGURES IN A COMMUNIST CRISIS

The Poznan trials reflected a crisis in international Communism that ranged far beyond Poland. It turned on Yugoslavia's Marshal Tito. He had been the recipient of a mysteriously urgent visit by Russia's Khrushchev and, just as mysteriously, he went back with Khrushchev to the Crimea. Some clues to these comings and goings filtered out last week. Khrushchev, who had led the campaign to restore Tito to good standing in the Communist hierarchy, seemed to be at odds with old Stalinists, among them Molotov and Kaganovich. De-Stalinization had perhaps gone dangerously far in too many places, including Poznan. Tito tried to lull the Stalinists' apprehensions, but he unwaveringly stuck to his independent brand of Communism. And as soon as he came home Italian Communists came running to Belgrade to cozy up to him. In Hungary too de-Stalinization proceeded (*below*, *right*). Whatever the outcome of this deadly game, the West could take comfort from the trouble that the Communists, all on their own, had contrived for themselves.



TITO'S CALLER, No. 2 Italian Red, Longo, praised Yugoslavia's policy.

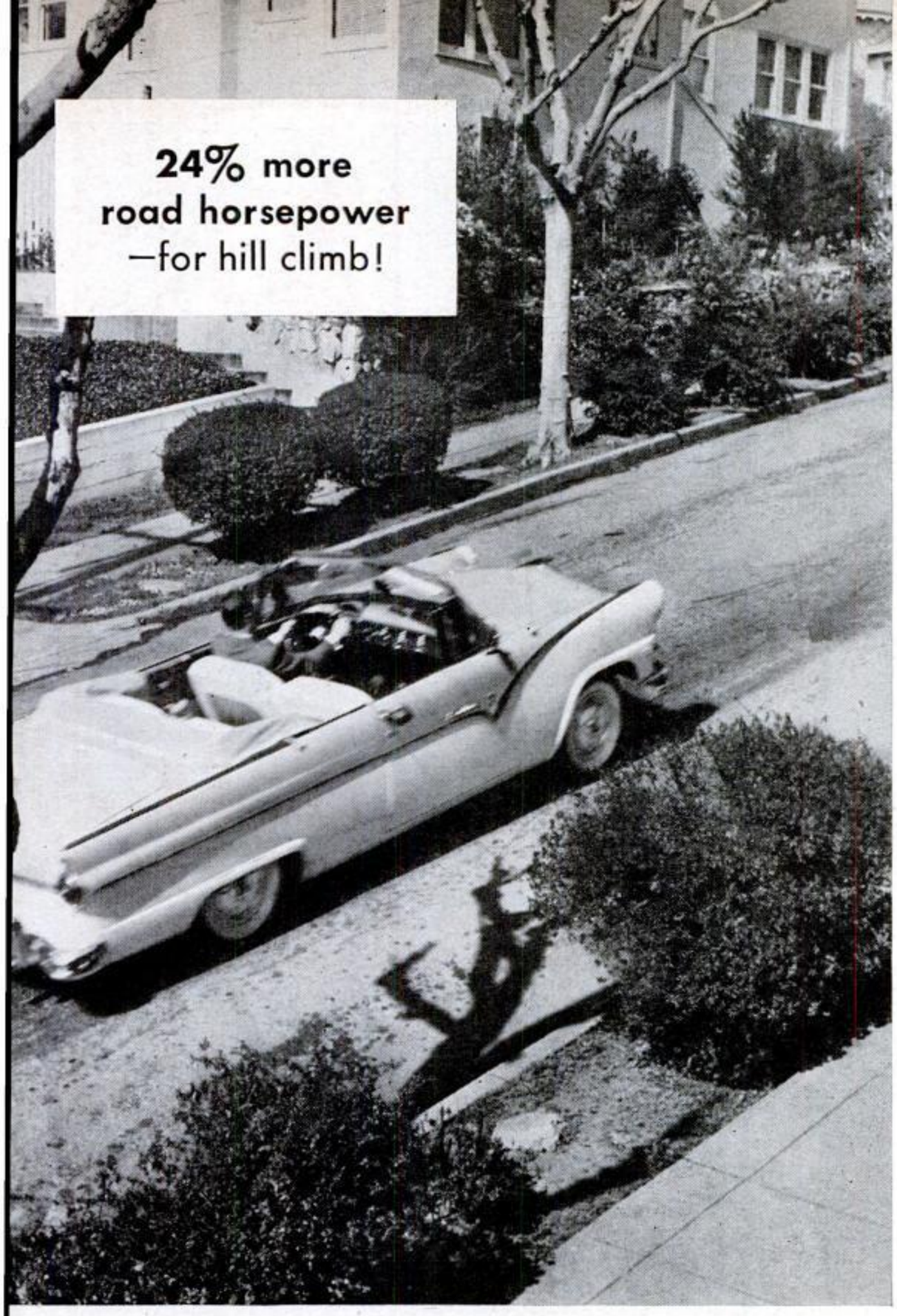


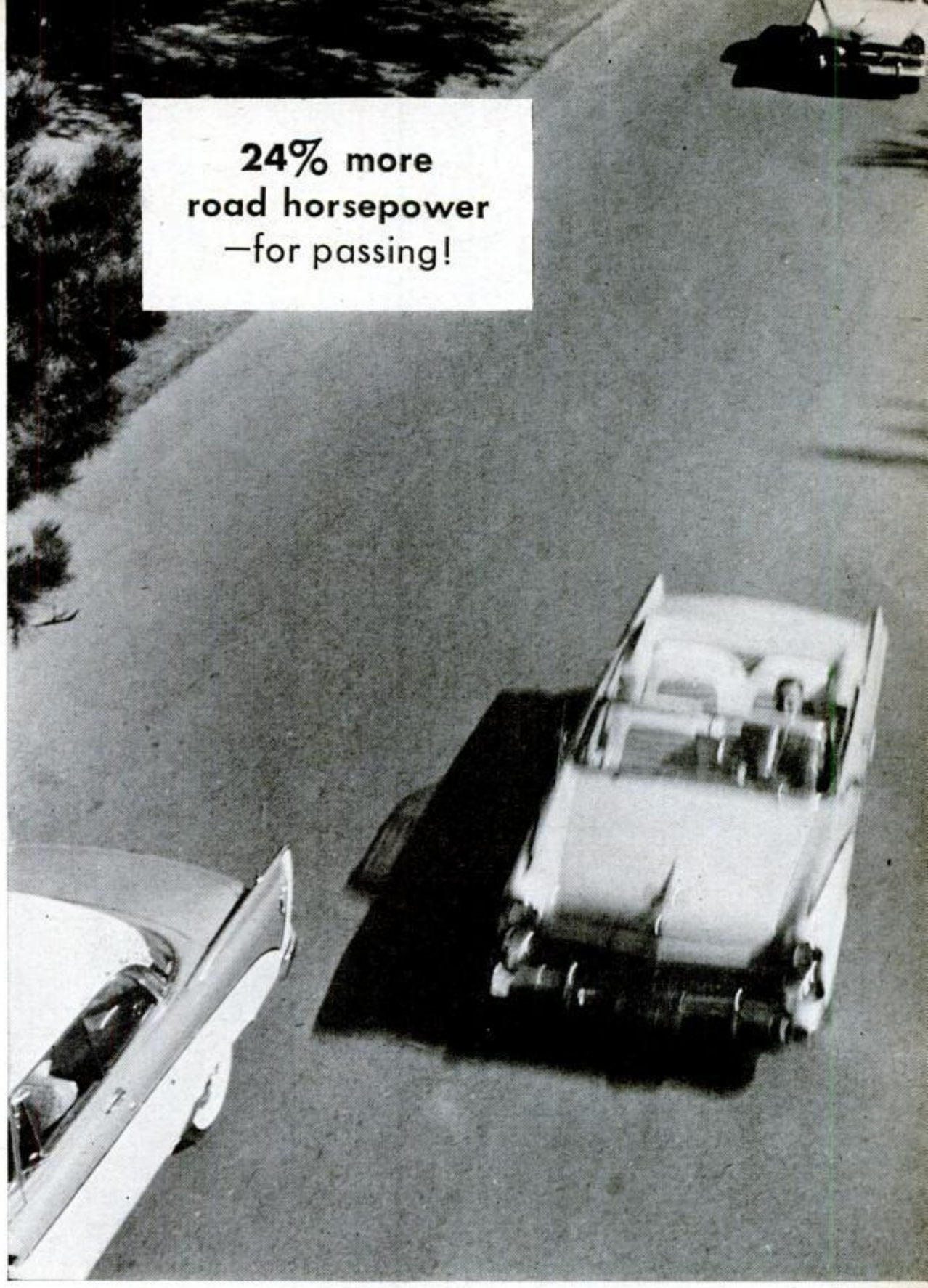
MEETING IN RUSSIA of Yugoslavs and Soviets includes a hunt in Crimea. Left to right are Yugoslav security boss Rankovic, Tito, Khrushchev, forest guard.

SWITCH IN HUNGARY is marked by ceremonial reburial of four leading Hungarian Communists executed in 1949 and declared innocent earlier this year. →



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In cars that have gone about 10,000 miles without a spark plug change—

New Champion spark plugs can increase road horsepower by 24%!

Tests with major makes of cars prove it! Independent engineers took cars whose plugs had run 10,000 miles or so and tested them for horsepower—first with their regular plugs, then with 5-rib Champions with the new Powerfire electrodes.

Nothing about these cars was changed except their spark plugs. Yet there was an immediate increase in their road horsepower—the real power actually delivered at the rear wheels!

Some cars had remarkable gains. For example, a 1954 V-8 whose plugs had gone 12,000 miles got an increase of 53%. Some had smaller gains, like the 1955 V-8 with only 6%. *But the average road horsepower gain for all cars tested was 24%!*

It comes down to this: There just never has been a spark plug to match these new 5-rib Champions with their Powerfire electrodes! Replace your old plugs with new full-firing Champions today – and you'll feel the difference *at once!*

CHAMPION

LOOK FOR THE 5 RIBS





New Powerfire electrode stands up better in today's engines. Photo shows how ordinary electrode *(left)* burns away. Champion's Powerfire electrode *(right)*, after identical use, is still able to give many more miles of powerful, full-firing, economical performance!

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ON BOAT TRAIN Chwastov and Tanya ride from Southampton to London in first-class compartment.

THROUGH CURTAINS of train Tanya peers curiously (*below*) at photographer reflected in window.





IN THE U.S., Tanya lived briefly with Yugoslav-born mother Elena Diaczok and half-brother, now 5.

INTERNATIONAL HIDE-AND-SEEK

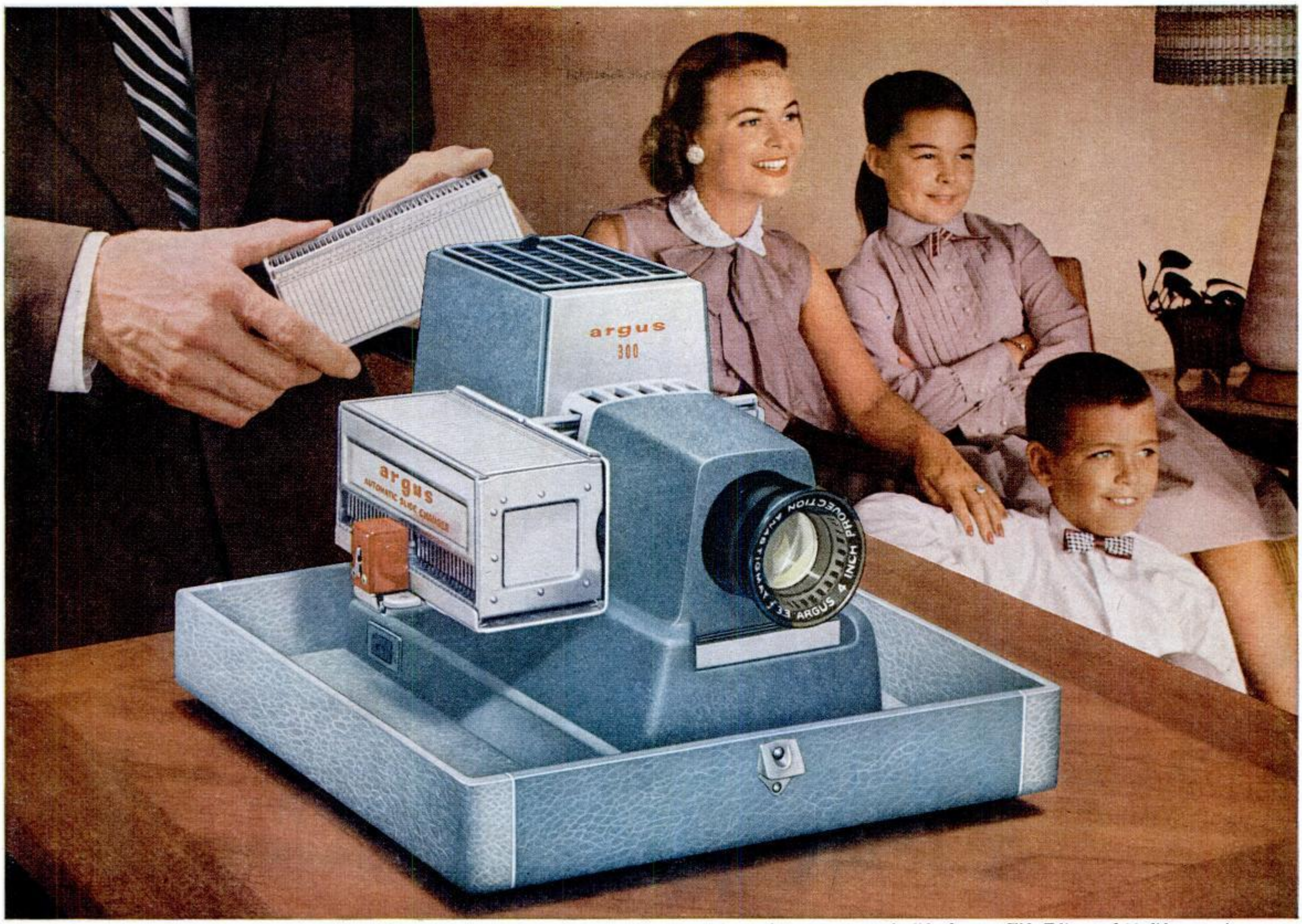
A 2½-year-old girl named Tatiana ("Tanya") Chwastov last week became the uncomprehending pawn in a bizarre international dispute. After five years in the U.S. her father, 58-year-old Alexis Chwastov, probably under pressure from Soviet officials trying to repatriate refugees, decided to return to Russia—along with Tanya. Over the objections of the mother, Chwastov's former common-law wife (who had since married), Chwastov boarded the *Queen Mary* in New York. It sailed despite a ship's search by U.S. immigration agents.

Tanya is a Russian citizen under Soviet law and an American under U.S. law. But in England, just before she and her father were due to sail, the British ordered Tanya off a Russian boat—under a High Court writ which made her a court ward until her custody is settled.



HELD IN LONDON, Tanya is carried off boat by father who could have left alone but chose to stay.

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Complete with carrying case, automatic slide changer, Slide Editor and 36-slide magazine

Never before... an automatic color-slide projector like this for only $62.50

Exclusive new Argus optical system brings life-size bigness and brightness to all your color-slide shows. See it today. Most dealers offer budget terms... as little as $6.25 down.

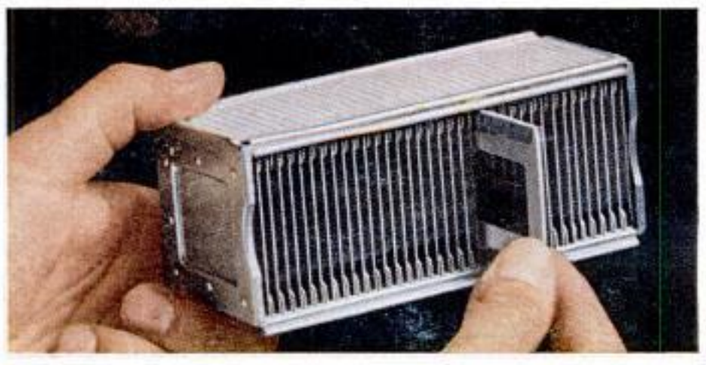
Now you can see the *total* true-to-life beauty of all your color slides—with the new Argus Automatic Projector.

This projector's precision-ground f:3.3 lens combines with exclusive new Argus optical elements to deliver a bright, color-perfect image to your screen. Your color slides simply sparkle with new beauty and brilliance—even in a lighted room.

A push-pull of the operating handle shows, changes, and files your color slides automatically. Each magazine holds 36 slides in individual metal frames that protect them from damage; and they're sorted and indexed for rapid selection.

An exclusive Slide Editor lets you preview your color slides before you slip them into their proper place in the magazine. A powerful blower keeps slides and projector cool—even during long showings.

You can bring a wonderful new world of color right into your home with the new Argus Automatic. Bring one home this week—then spellbind family and friends with a colorful slide show. New Remote-Control Power Unit, for any Argus Automatic, runs the show by push-button from anywhere in the room; only $24.50. Other Argus projectors from $39.50.



Slides are safeguarded! Handy aluminum magazines keep your slides in perfect order. Spring-held metal frames can't fall out, and they protect slides from dirt, smudges and dog-earing.



Life-size pictures—even in a small room! Powerful, wide-angle lens gives you big-as-life pictures. In an 18 foot room you can project a picture six feet by four feet with complete clarity.

argus®

Argus Cameras, Inc., Ann Arbor, Michigan

WORLD'S NO. 1 NAME IN COLOR-SLIDE EQUIPMENT

Cameras • Projectors • Light Meters • Accessory Lenses

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ATLANTIC CROSSED FOR FIRST TIME

You can telephone across the Atlantic as clearly as you call across town



"One of today's outstanding electronic and engineering achievements. Such a precise piece of construction that communications engineers speak of it almost with awe."

From an article on the new cables in the *Reader's Digest*

"Hello Great Britain"

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BY TELEPHONE CABLES



New underseas telephone system provides stormproof service between this country and Great Britain and the continent

THE new transatlantic telephone system is a historic forward step in world communications.

For years you have been able to call across the Atlantic over the Bell System's radiotelephone circuits. Now an entirely new service has been added. It's over stormproof telephone cables.

By means of these cables, you can pick up the telephone anywhere in the United States and talk to Great Britain, France, Belgium, Holland, Switzerland, Denmark, Norway, Sweden and Germany as clearly as you call across town. And anyone in those countries can call you, too.

More service is available because the new cables are in addition to the Bell System's radiotelephone circuits.

So if you have been accustomed to telephoning across the Atlantic for business or for other reasons, we know that you will be pleased with this marvelous new service.

If you have never made an overseas call, we invite you to share a new and satisfying experience.

There's something quite memorable and reassuring about telephoning across the seas. And in telephoning home when you are abroad yourself.

It's easy to do—just tell the operator the country you want to call—and the cost is lower than most people think.

For $12 plus tax you can call across the Atlantic over the new cables or by radiotelephone.

IT'S EASY TO KEEP IN TOUCH WITH THOSE ABROAD. The daytime rate for the first three minutes from anywhere in the United States is $12, not including the 10% federal excise tax.... This applies not only to the nine countries listed above but to the 19 other countries in Europe reached by Bell System radiotelephone circuits. In most cases the rate is even lower at night and on Sunday.... Practically all other countries throughout the world can also be reached by radiotelephone.

Bell Telephone System

"Hello America"

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There's more to living...

when you add famous bonded

OLD FORESTER

Today there's abundance as never before ...more things, finer things, within almost everyone's reach. Yes, it's a good time to live a little...to enjoy the share you've earned in this better life. And it's a good time to step up to Old Forester. It costs so little more to appreciate its finer flavor... adds so much to your pleasures.



Every bottle registered for your assured satisfaction







"There is nothing better in the market"

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF
BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

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THE GOVERNOR DOES HIS BIT

Looking like an oldtime railroad telegrapher on duty at the end of nowhere, Colorado's Governor Ed Johnson (D.) was in fact doing a movie portrayal of just that. Universal-International studios, filming a railroad-building, shoot-'em-up western to be called *Night Passage* and starring Jimmy Stewart, had hit upon the idea of asking the governor to play a bit scene as a construction worker. When the studio learned that he actually had been a railroad telegrapher in his youth, the governor was type-cast and given three lines to speak. On location for one day in Colorado's desolate Las Animas Canyon, the governor threw himself into character, ad-libbed a fourth line ("Here, deliver this message") which the director liked—and kept.

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Live Modern

Today.





Free yourself of old-fashioned ideas.

Let your taste come alive! Enjoy the richer flavor of modern living!



Get full

FREE UP!
FRESHEN UP YOUR TASTE!

Only the modern miracle of L&M's pure-white Miracle Tip brings all that flavor through to you.
No other cigarette . . . plain or filter . . . can match it!

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. . smoke modern L&M

. enjoy America's fastest-growing cigarette!



exciting flavor through L&M's Miracle Tip !

L&M tastes Richer . . . draws Easier . . . smokes Cleaner

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Allen Ely

Or how much highway in a gallon of gasoline?



"ASK A PERSON WHAT HE PAYS FOR A GALLON OF GASOLINE...HIS ANSWER IS USUALLY WRONG."

"ASK A PERSON what he pays for a gallon of gasoline and even if he remembers correctly, his answer is usually wrong.

"Because nine times out of ten the price he quotes includes the tax.

"Gasoline, you see, is one of the few things we buy where the tax is lumped-in with the total cost of the product.



"Don't misunderstand me. That tax helps build the highways this country needs, and certainly we are in favor of it.

"But since by law we have to collect it—and many motorists figure it's part of our profit—it doesn't make the dealer's or our selling job any easier. Especially since the federal tax on gasoline went up another cent last July.

"That means direct state and federal taxes now average 8.8¢ per gallon. In some states it is even as high as 10¢.

"We get only a few cents more than that at the refinery for a gallon of gasoline. But the tax is still cheap if it buys the best highway system in the world.

"Next time you get your bill for filling up, though, just remember that at least 8.8¢ per gallon is the cost of *roads*, not gasoline."

* * * *

Allen Ely—with the Union Oil Company since 1927— is responsible for paying our fuel and gas taxes to the government.

Last year, for example, we collected from our customers and turned over to state and federal agencies some $63,000,000 as fuel taxes.

In spite of this, you never got so much for your money as you do today when you drive in and say "Fill her up!"

For while the cost of everything else has tripled and quadrupled in the past 20 years, we're getting only a few cents more for gasoline.

And *two* gallons of our new Royal 76 premium do the work of *three* of our old product.

YOUR COMMENTS ARE INVITED: *Write: The Chairman of the Board, Union Oil Company, Union Oil Building, 617 West 7th Street, Los Angeles 17, California.*



Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

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WILDLY ANTICIPATING THEIR FIRST VICTORY SINCE 1953, PENNSYLVANIA STUDENTS CARRY AWAY THE GOAL POSTS IN THE FINAL MINUTE OF DARTMOUTH GAME

A WIN PUTS LONG LOSERS ON THE LOOSE

The exuberant students from the University of Pennsylvania could hardly be blamed for acting as if their team had just won a national championship. Actually Penn had barely edged a mediocre Dartmouth team in its second game of the season. But the victory ended an epic of frustration for Pennsylvania. It was the first after 19 straight losses, and watching their team win was a brand-new experience for most of the undergraduates.

Two years ago Steve Sebo, Penn's new head coach, inherited a big-league schedule and a squad thinned by Ivy League eligibility rules. After watching his team do and die in game after game, Sebo hopefully started this season a schedule of mainly Ivy League competition and for the first time at Penn enjoyed the post-game pleasures of a winning coach (*next page*).

LEAPING JOYOUSLY FROM THEIR SEATS, PENNSYLVANIA SUPPORTERS AND A CHEERLEADER RUSH TO CARRY VICTORIOUS PLAYERS AND COACH OFF THE FIELD





FAMILIAR FEAR grips Sebo as he turns toward bench in last quarter of the game. Dartmouth was trying desperately to tie the score with long pass plays.



OLD ANXIETY over his team's mistakes causes Sebo to bite his nails as he nervously sits on the sidelines next to second-string quarterback Jack McCarthy.



AS THE GUN GOES OFF, SEBO AND SUBSTITUTE PLAYERS GIVE VICTORY WHOOPS. THROUGH LONG LOSING STREAK, SEBO TOLD TEAM BETTER DAYS WOULD COME

VICTORY SHAKE is offered Steve by an elated fan. All through the bad years, Pennsylvania's understanding alumni have been patiently silent about losses.



VICTORY TROPHY, piece of goal post, is given to Sebo by guard. If Dartmouth had scored with posts down, teams would have moved to practice field for kick.



CONTINUED

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This is the story of an actual family insured by The Travelers; to safeguard its privacy, different names and pictures have been used.



"Our $120.19 a week is a fortune!"

JOHN AND NORMA MORRILL realize that even happiness has its responsibilities.

They wouldn't change their life for anything, they agree. After all, they keep two strapping young Morrills well fed and clothed, a modern split-level house well cared for.

But not long ago, they began to wonder what they could do to *keep* their life that way—on $120.19 a week. That's why they talked with their local Travelers agent.

American Family Independence

The Travelers man suggested a way to make their lives even happier by freeing themselves from their worries about the future. He told them about a balanced insurance program called American Family Independence.

When he went over their circumstances, John and Norma were amazed at how much insurance protection they could afford—*without* taking anything important away from their life today.

For the Travelers man showed them how the Morrills' American Family Independence plan could include enough life insurance to keep their finances on an even keel, if something should happen to John. It would safeguard values of the family's health, and such treasured possessions as their home, furniture, and car.

And some day soon, they would talk with the Travelers agent about preparing for the years ahead . . . for the youngsters' education and their own retirement.

$42.75 a month

Yet the Morrills aren't laying out a fortune in premiums. The total cost of their American Family Independence plan: $42.75 a month.

Why not call in your Travelers agent—the man who can best analyze and plan your insurance because he represents the company that sells *all kinds* of insurance. What he did for the Morrills he can do for you.

AMERICAN FAMILY INDEPENDENCE · THROUGH THE TRAVELERS ·

THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including Life • Accident • Group • Fire • Automobile • Casualty • Bonds

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PROTEIN



GIVES DOGS THAT TRIM, LITHE LOOK

If there's one thing your dog needs—for trim, lively good health—it's protein, *high-quality* protein. And that's what Gro-Pup has plenty of—about twice as much high-quality protein as most canned dog foods. Protein for firm flesh and muscle—Protein for vigorous health. Whatever else you feed—be sure to include Gro-Pup, the high-protein dog food, daily.



GRO-PUP

HIGH-PROTEIN DOG FOOD

SMOKE HOLIDAY



AMERICA'S FINEST PIPE MIXTURE

Here's dramatic proof! A sample of Holiday Pipe Mixture was shown to the custom blender in a nationally famous tobacco shop. Although he could supply the types of tobacco used at $6 a pound, he couldn't guess the secret of the blend. Yet you can enjoy Holiday's matchless flavor at a popular price!

CANADA'S FINEST TOO!

CUSTOM BLENDED FOR MILDNESS

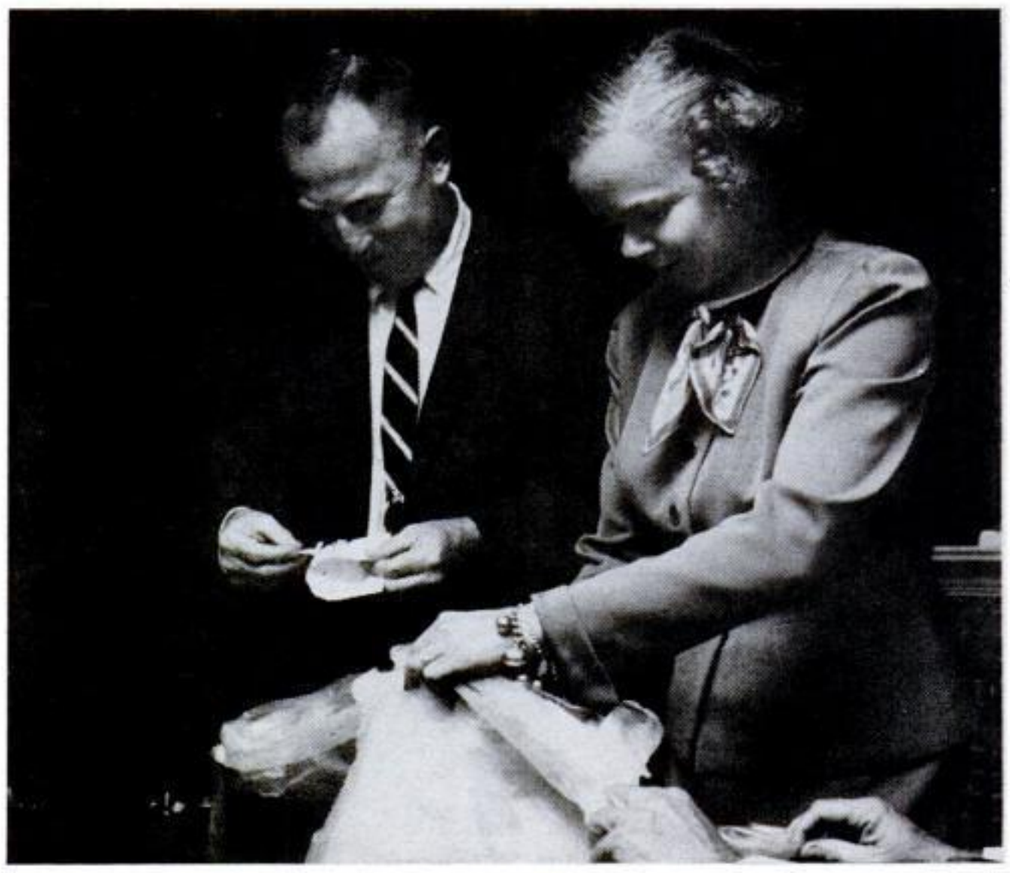


Holiday's skillful blending combines these five world-famous tobaccos into a mixture of such distinctive aroma, flavor and mildness that more and more men every year are switching to it as a steady smoke. Try Holiday yourself—and see!

LARUS & BROTHER COMPANY, INC.
RICHMOND, VIRGINIA



DESCRIBING THRILL of first victory, Sebo beams on TV show with Bill Campbell. He was Michigan State's assistant coach before he took Penn job.



REWARD FOR WINNING, a bouquet of flowers from neighborhood friend, is opened by Steve and his wife Margaret during a quiet celebration at home.



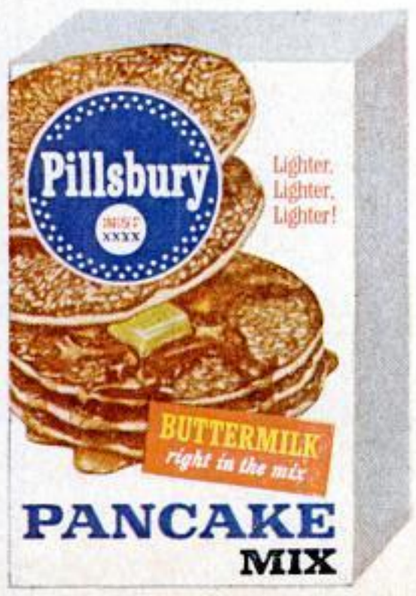
POST-GAME PLAY for Steve is provided by his son who hits him with a balloon. Jimmy, 5, refused to wear Penn sweater to school until team won.

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Those lighter Pillsbury pancakes!



Pillsbury PANCAKE MIX



Now with Buttermilk right in the mix

Buttermilk—the real down-on-the-farm kind—now right in Pillsbury Pancake Mix. Now those *lighter* Pillsbury pancakes really make a family party out of breakfast.

Now you can have your Pillsbury Buttermilk Buckwheats, too!

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COMING FROM A CAVE (*above*), divers float out of an underwater grotto in the Mediterranean by mass of Gorgonians, small red animals looking like plants.

FACING A FISH, a diver north of Madagascar comes upon a gregarious grouper which, after a cautious approach, made itself a friend of the expedition (*p. 72*).

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ON THE SUN-DRENCHED GULF OF ADEN THOUSANDS OF PORPOISES FLASHING THROUGH THE AIR IN GREAT LEAPS PLAY ABOUT THE SHIP FOR HOURS ON END

WILDLIFE IN THE WATER

Cousteau's 'The Silent World' is a fascinating film of sea's dark fathoms

In the mysterious blue world of underseas exploration and moviemaking no one has greater knowledge or more skillful hand than the 46-year-old man of the seas who started it all (LIFE, Nov. 27, 1950), a slim, droll lieutenant commander in the French navy named Jacques-Yves Cousteau. In a half dozen short films, every one a prizewinner, he has given brief glimpses into his wondrous world of rocky caverns, odd fish, octopuses and sea anemones. And now in his first full-length movie, *The Silent World*, a Columbia release, he has brought together in fascinating detail the results of 11 months of coursing under the Mediterranean, Red Sea and the Indian Ocean.

His ship *Calypso*, a converted U.S. Navy minesweeper, is a diver's dream. It has a well through which the divers can enter the water directly from inside the ship's galley, an observation bulb under water on the bow equipped with a telephone to the bridge and a diving platform on the stern counter. It is packed with special electronic and photographic equipment and even electric "scooters" to pull the divers about under water. Using all this and wandering widely through chill waters and warm, the divers have brought back a wonderful film showing the multicolored marvels to be found full 40 fathoms down—the sad sight of sunken ships, the sounds of huge whales calling to each other in high squeaks, and exciting pictures of porpoises playing happily together by the platoon.

CONTINUED 71

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GRIMACING GROUPER Ulysses curls lip at the camera. But the divers found him calm and friendly.

IN A CAGE, divers' shelter against sharks, pesky Ulysses is locked up. Cousteau photographs him.



FRIENDLY FISH IS A PROBLEM

Cousteau has an impish humor that leads him delightfully close to scientific sin in talking of sea creatures as if they were human. His turtles weep for their young. To him sharks are fish who violate the code of decency. And in Ulysses, he found as human a fish as ever swam. A 60-pound grouper, Ulysses liked divers. When they gave him food, he liked them even more and followed them everywhere. Each day whenever a diver went down, there was Ulysses waiting to nuzzle and beg. An amusing pet in the beginning, he became in time the most persistent pest in the whole Indian Ocean.

CONTINUED

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ACRONIZED*...

chicken so fresh you'll come back for more!

You might guess it when you see the golden brown crust, or when your fork feels the firm plumpness of the meat. But your first bite *tells* you with happy emphasis that this is just about the freshest, tastiest chicken you've ever eaten!

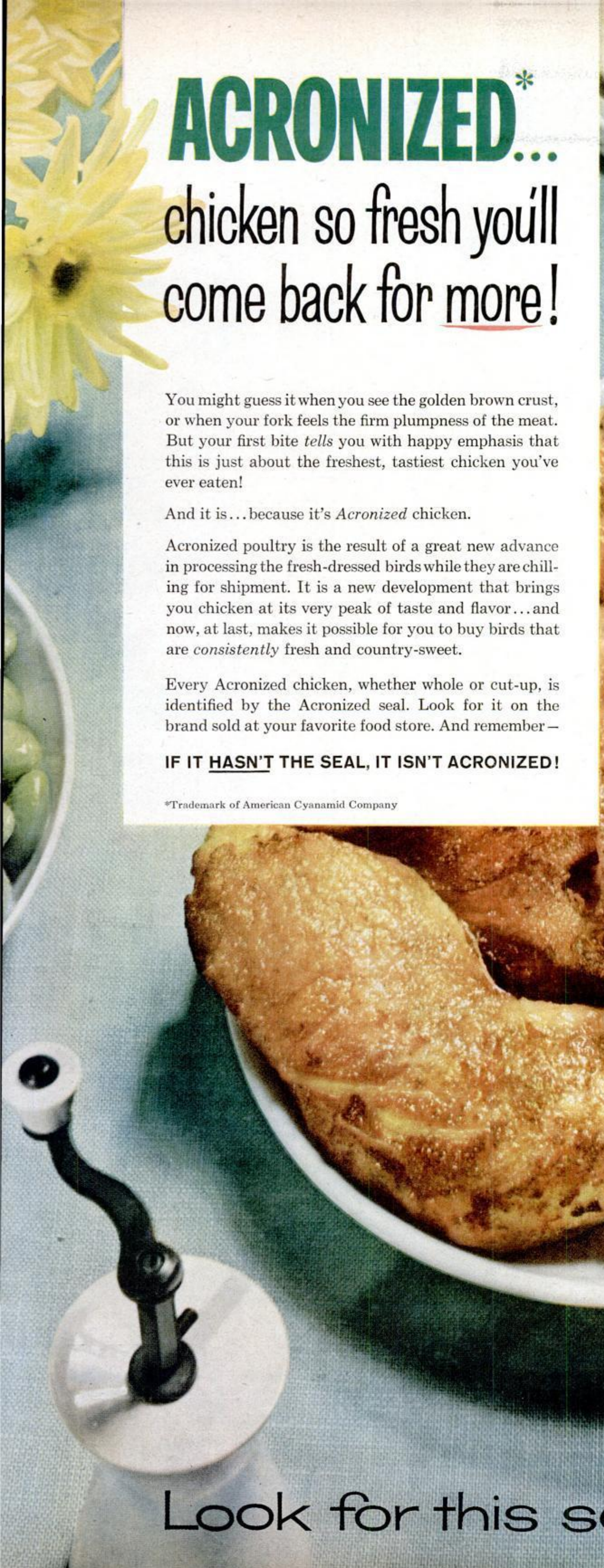
And it is... because it's *Acronized* chicken.

Acronized poultry is the result of a great new advance in processing the fresh-dressed birds while they are chilling for shipment. It is a new development that brings you chicken at its very peak of taste and flavor... and now, at last, makes it possible for you to buy birds that are *consistently* fresh and country-sweet.

Every Acronized chicken, whether whole or cut-up, is identified by the Acronized seal. Look for it on the brand sold at your favorite food store. And remember—

IF IT HASN'T THE SEAL, IT ISN'T ACRONIZED!

*Trademark of American Cyanamid Company



ACRONIZED*

*Trademark of AMERICAN CYANAMID COMPANY

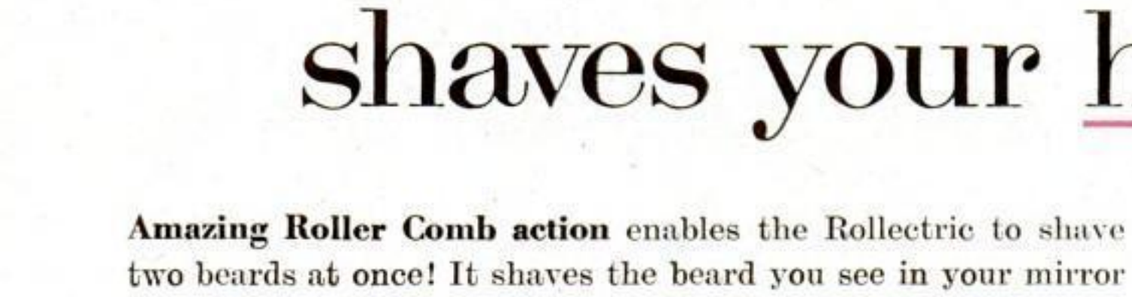
Look for this seal →

NEW REMINGTON ROLLECTRIC shaves your hidden beard!

Amazing Roller Comb action enables the Rollectric to shave two beards at once! It shaves the beard you see in your mirror *and* the beard you can't see . . . the Hidden Beard that lurks below ordinary shaving level. (The pictures below show how the Rollectric does a shaving job that's never been done before.)

The Rollectric's exclusive Roller Combs also protect tender facial skin, give smooth, *all-comfort* shaves every time. For fast, long-lasting shaves, try the revolutionary new Remington Rollectric! The Rollectric comes in a smart suede travel case.

Also available: The Remington Foursome with Rollectric features. See your Remington dealer.



Here's your hidden beard. Whiskers grow in tiny valleys. Ordinary shavers skim the tops of these valleys—shave only the tops of whiskers. Soon each whisker base grows out and your Hidden Beard can be seen and felt.

Here's how Remington gets it. The Rollectric's Roller Combs gently press the skin valleys down—pop up whisker bases into path of man-sized shaving head. Each whisker is sheared off at its base—cleanly, comfortably, quickly.



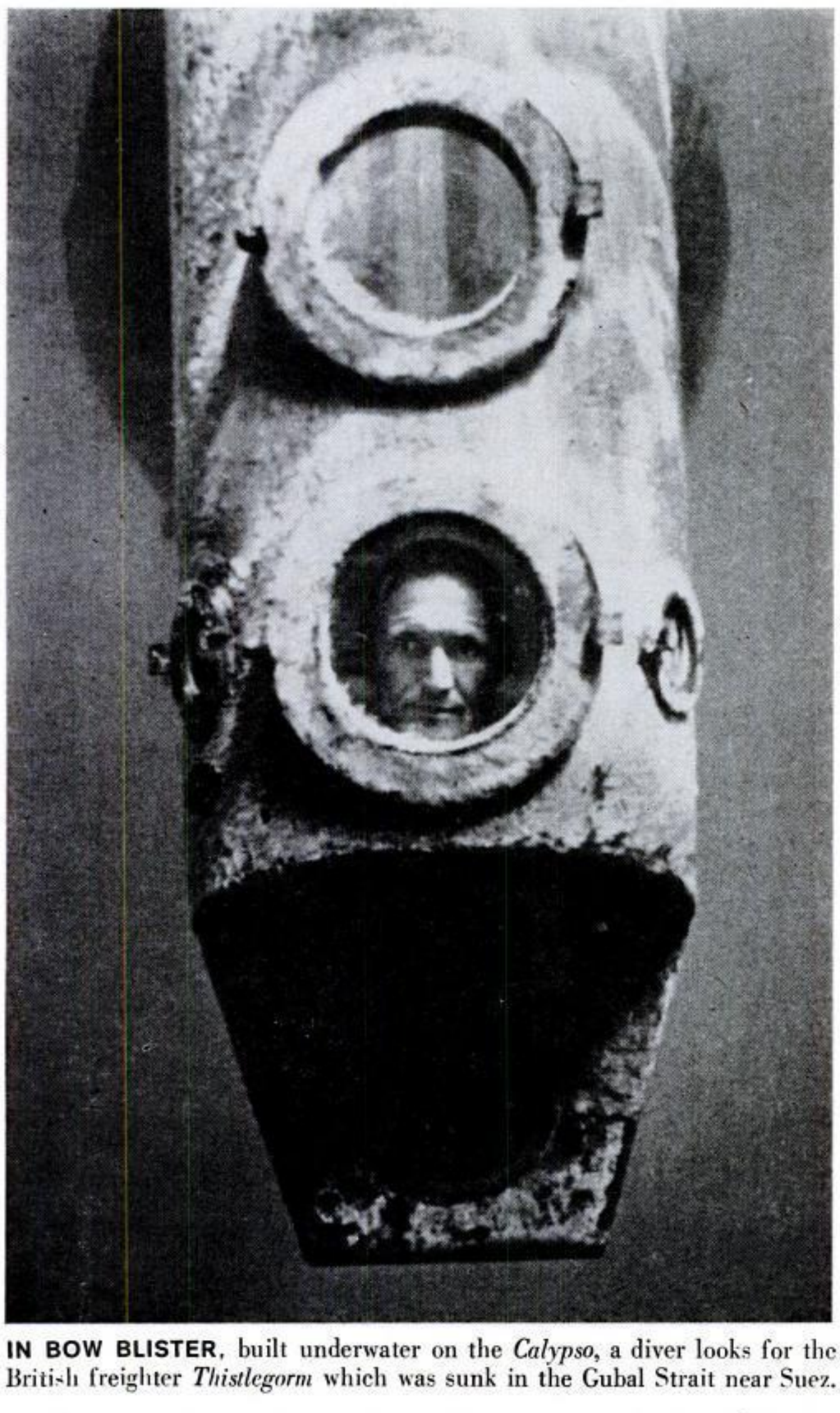
This new Roller Comb principle outmodes all other methods of shaving!

REMINGTON Rollectric

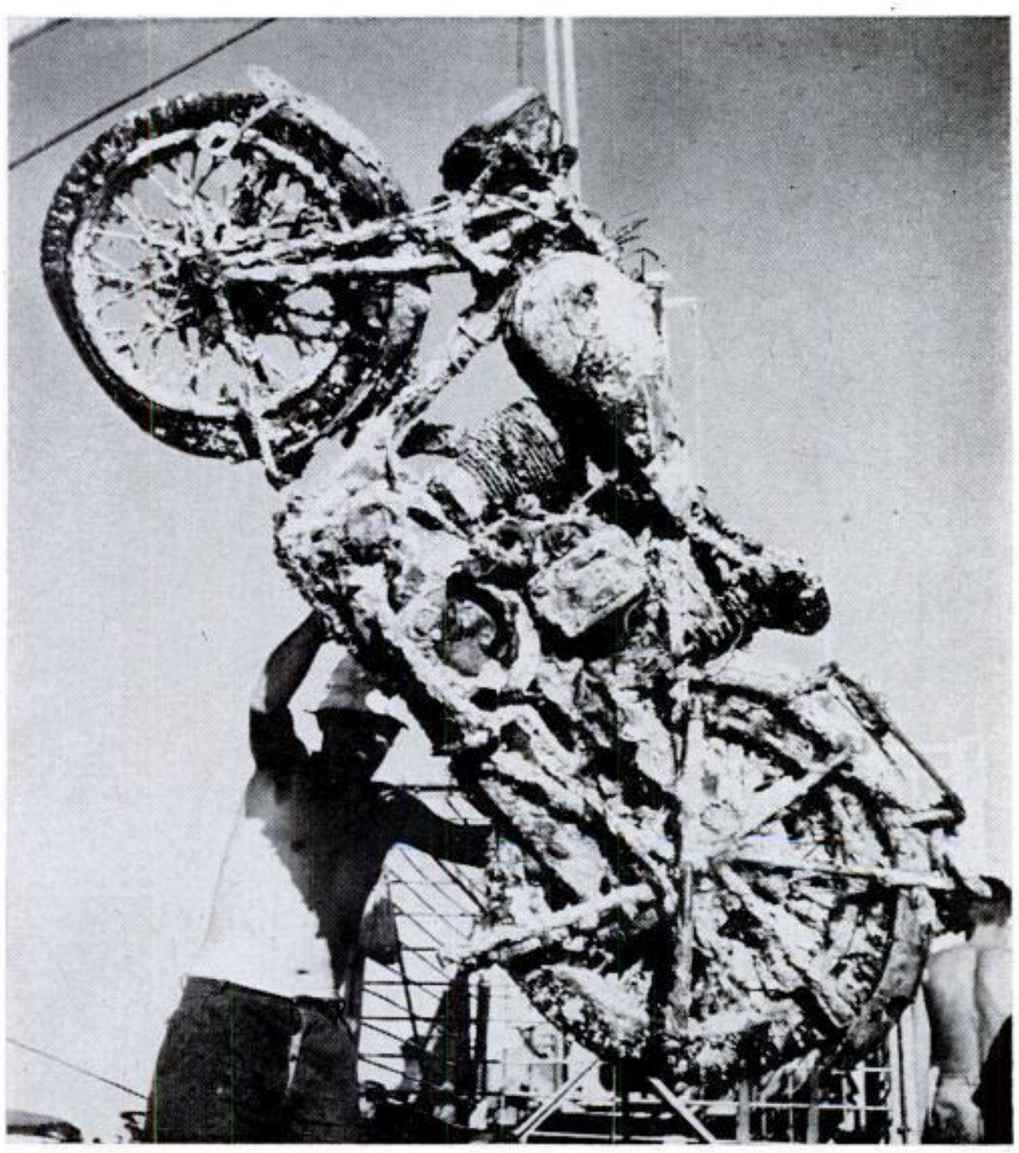
A product of **Remington Rand** *division of Sperry Rand Corporation*

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SOUVENIR OF A WAR



IN BOW BLISTER, built underwater on the *Calypso,* a diver looks for the British freighter *Thistlegorm* which was sunk in the Gubal Strait near Suez.



MARINE MEMENTO, a British motorcycle that never reached troops fighting in Egypt, is fished from *Thistlegorm,* bombed down by Nazi planes in 1941.

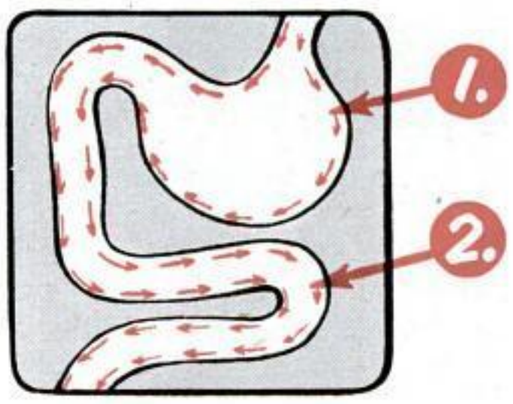
CONTINUED



Stomach UPSET?

Indigestion? Nausea? Diarrhea?

Hospital Tests prove Pepto-Bismol works where Soda and Alkalizers fail!



Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

Pepto-Bismol also helps calm distress in the intestinal tract . . . where soda and alkalizers never help!



Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea —without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

P.S. MOTHERS! Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!

Take Hospital Tested

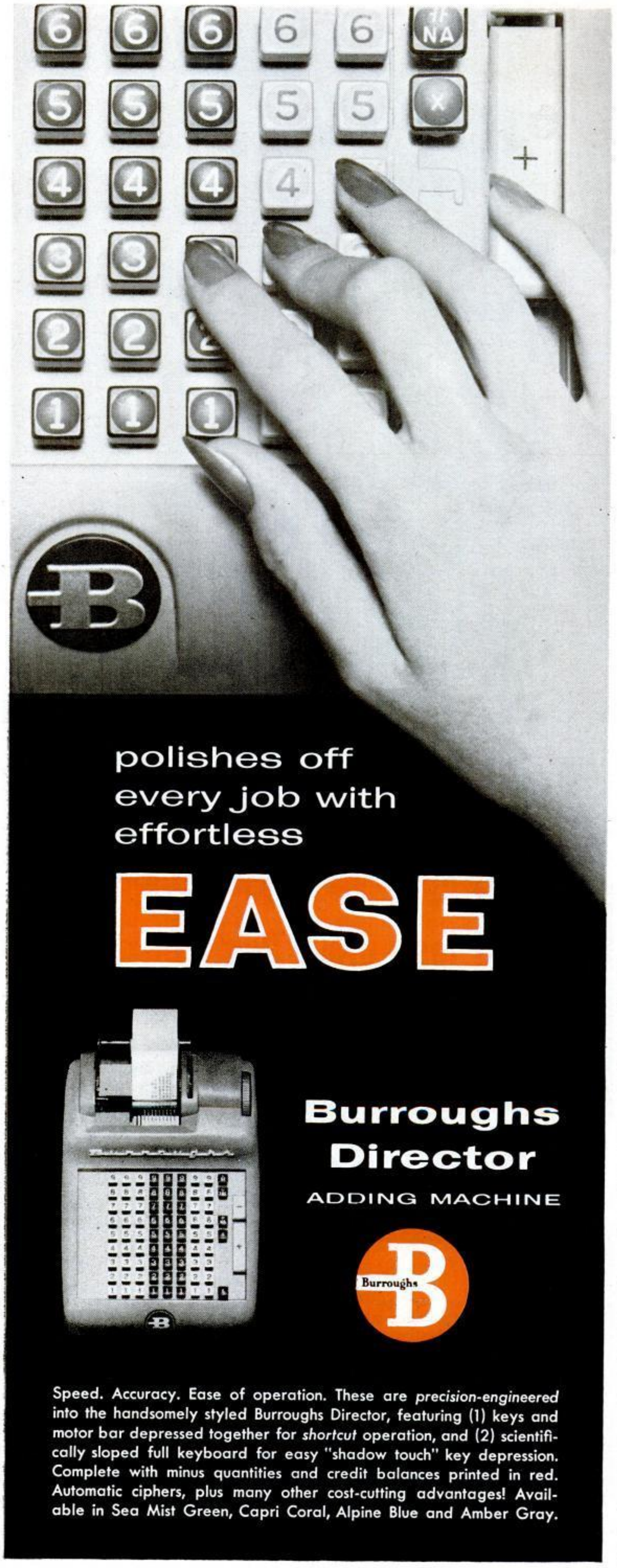
Pepto-Bismol®

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

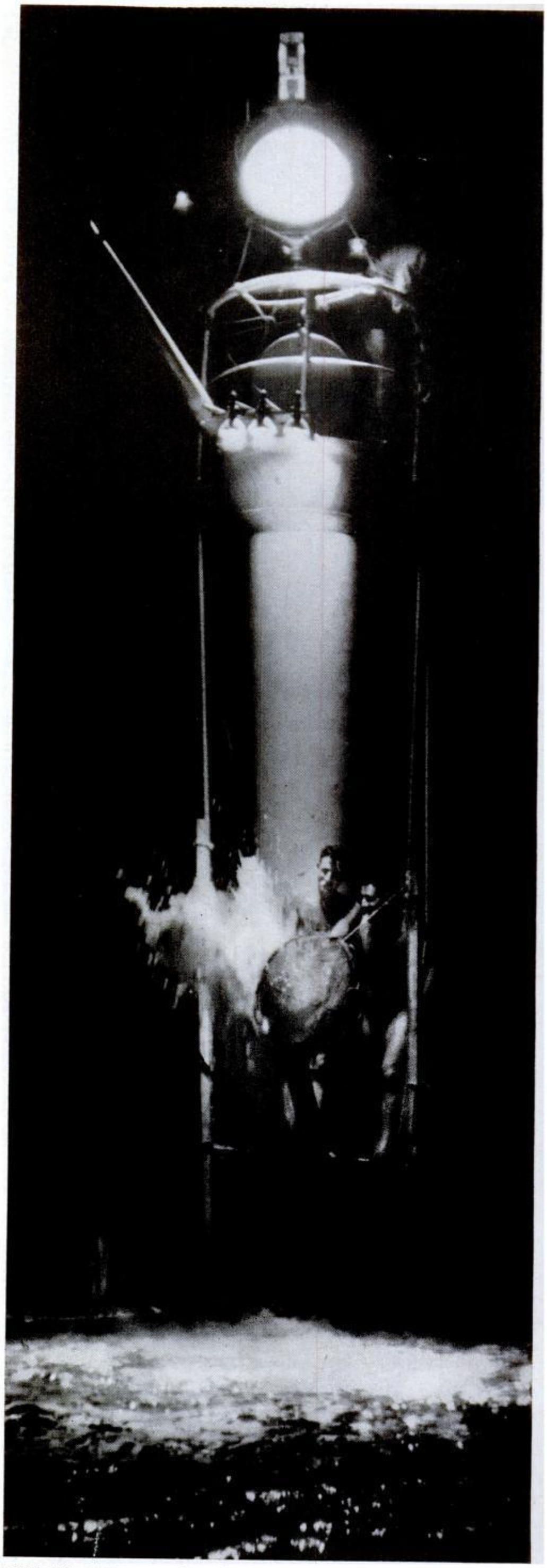
A NORWICH PRODUCT

...and feel good again!

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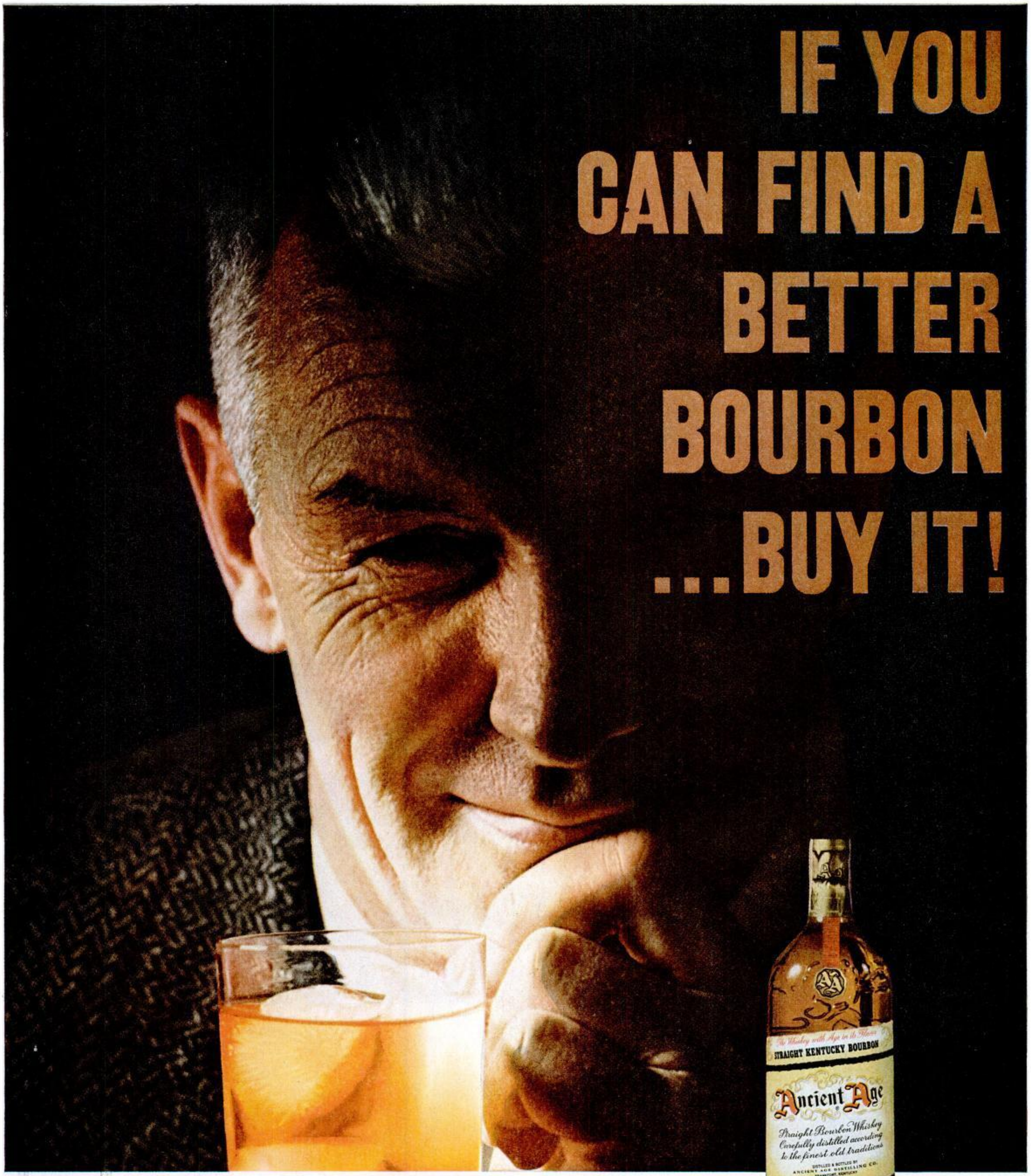


Our local branch or dealer is listed in the Yellow Pages. Burroughs Corporation, Detroit 32, Michigan



PUMPING PLANKTON from the sea at night, the expedition uses lights above and under the water to attract the tiny organisms. Study of plankton was one of the projects of scientists who went along on the *Calypso*'s voyage.

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Out of Kentucky, the great bourbon country, comes the greatest of them all, mellow, warmhearted, aged to perfection six full years . . . Ancient Age. We challenge you to find a better bourbon. Kentucky Straight **BOURBON** Whiskey • 6 Years Old • 86 Proof • ©Ancient Age Distilling Co., Frankfort, Ky.

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GENERAL designed

A General Tire Development Engineer presenting the advantages of the remarkable new Dual 90 design and construction features to the Company's Management Board.

HIGHWAY AND TRAFFIC ACCIDENTS are taking far too great a toll in lives and money. Deaths totaled nearly 40,000 last year and the dollar cost of reported accidents was more than 2-billion dollars.

Despite safer cars, better traffic control and huge programs to build more safety into our highways, the toll continues to mount.

That's why General has devoted a program of basic research to the problem of designing and building a truly *accident-prevention* tire.

The new General Dual 90, with two treads, is the result—as superior in performance as it is different in appearance. A tire so strong and safe it will reduce accidents and save lives.

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this tubeless tire with two treads to save lives!

GENERAL DUAL 90

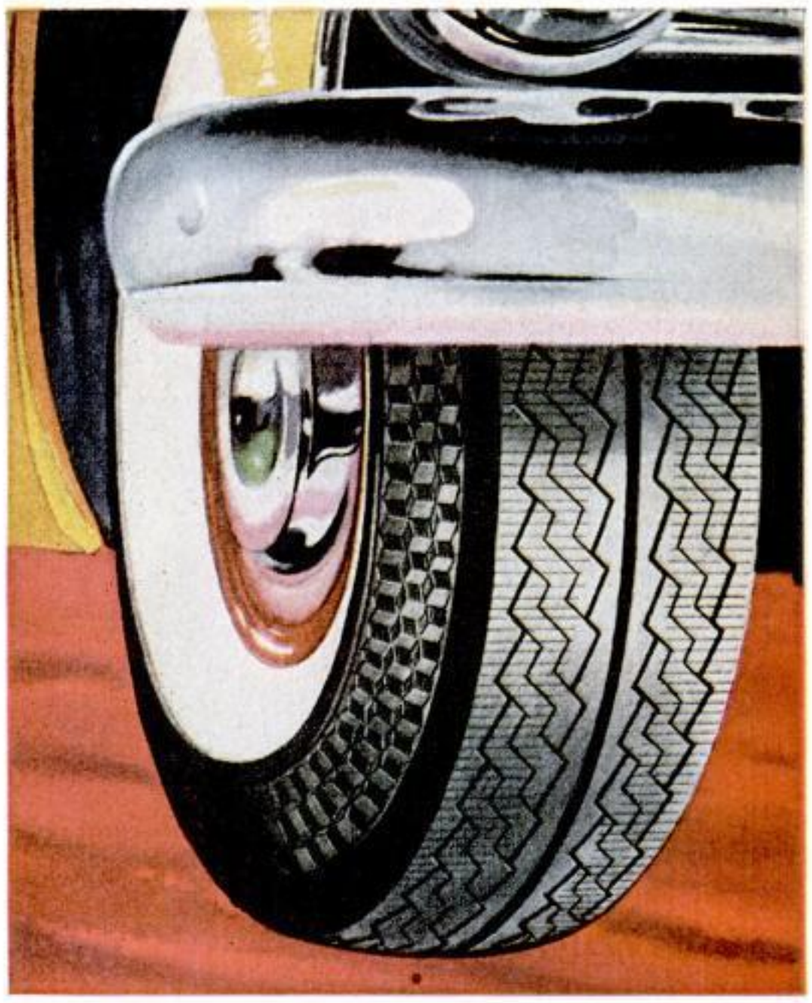
is so strong and safe it will reduce highway accidents

Its two treads permit 28% more rubber on the shoulder ribs. Car stability is greatly increased. Cornering is safer and quiet. This better distribution of more rubber gives a smoother ride and much more mileage.

Tremendous body strength is the result of General's exclusive Nygen cord—the strongest cord material known.

Dual 90 treads are made of General's exclusive Hi-Density Rubber, combining extreme toughness with great elasticity. This permits the Dual 90 treads to apply a "squeegee" type of gripping action on the road when brakes are applied.

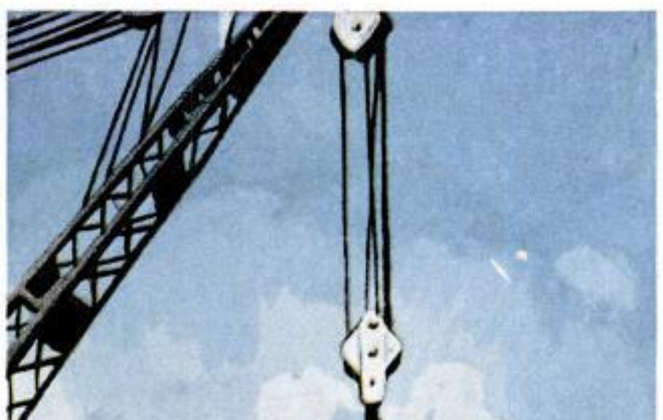
To appreciate all the advantages of the Dual 90, see it at your local General Tire Dealer's.



ADDS DISTINCTIVE BEAUTY to new cars. Multi-prism sidewalls, with curb scuff-guards, add permanent beauty to any car.



NO FLATS FROM PUNCTURES. Not merely "puncture-resistant," the Dual 90 permanently seals as it rolls. No repair needed when puncturing object is removed.



NYGEN CORD is the safest tire cord known. Pound for pound, stronger than steel cables. Here, a set of General Nygen Tires lifts a 16-ton truck.



QUICKER STOPS. When brakes are applied, twin-treads grip and "squeegee" instantly. "Windshield wiper" action-traction goes to work across entire width of both treads.

THE GENERAL TIRE

GOES A LONG WAY TO MAKE FRIENDS

Copyrighted material

"You can almost imagine you're dining in Italy!"







Wouldn't it be nice to sit down to a luscious spaghetti dinner at this colorful cafe in Verona? Yes—and the next best thing would be to enjoy the same wonderful kind of food in your own home!

And you can—this very evening. For Chef Boy-Ar-Dee captures all the magical Italian flavor you could wish in his old-world recipe for Spaghetti and Meat Balls.

It calls for fine-strand spaghetti cooked just until it's tender . . . lots of rich, savory tomato sauce, slow-simmered, pleasantly zippy with fine Italian spices . . . and plump pure beef meat balls perfectly browned to seal in all the tasty juices.

Wait till you taste it! Luckily, it's only a moment's wait. Chef Boy-Ar-Dee Spaghetti and Meat Balls comes ready to heat and eat. In cans of 2 or 5 servings each.

Luckily, too, this savory treat costs just 13¢ per serving.

Eating Italian-style tonight?

real Italian-style

CHEF BOY-AR-DEE®

Spaghetti and Meat Balls

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BALLOONING OVER FRENCH MOUNTAINS, FOGG AND PASSEPARTOUT TOAST EACH OTHER IN CHAMPAGNE CHILLED WITH SNOW SCOOPED FROM PASSING PEAK

WHEN THIS WORLD WAS WIDER

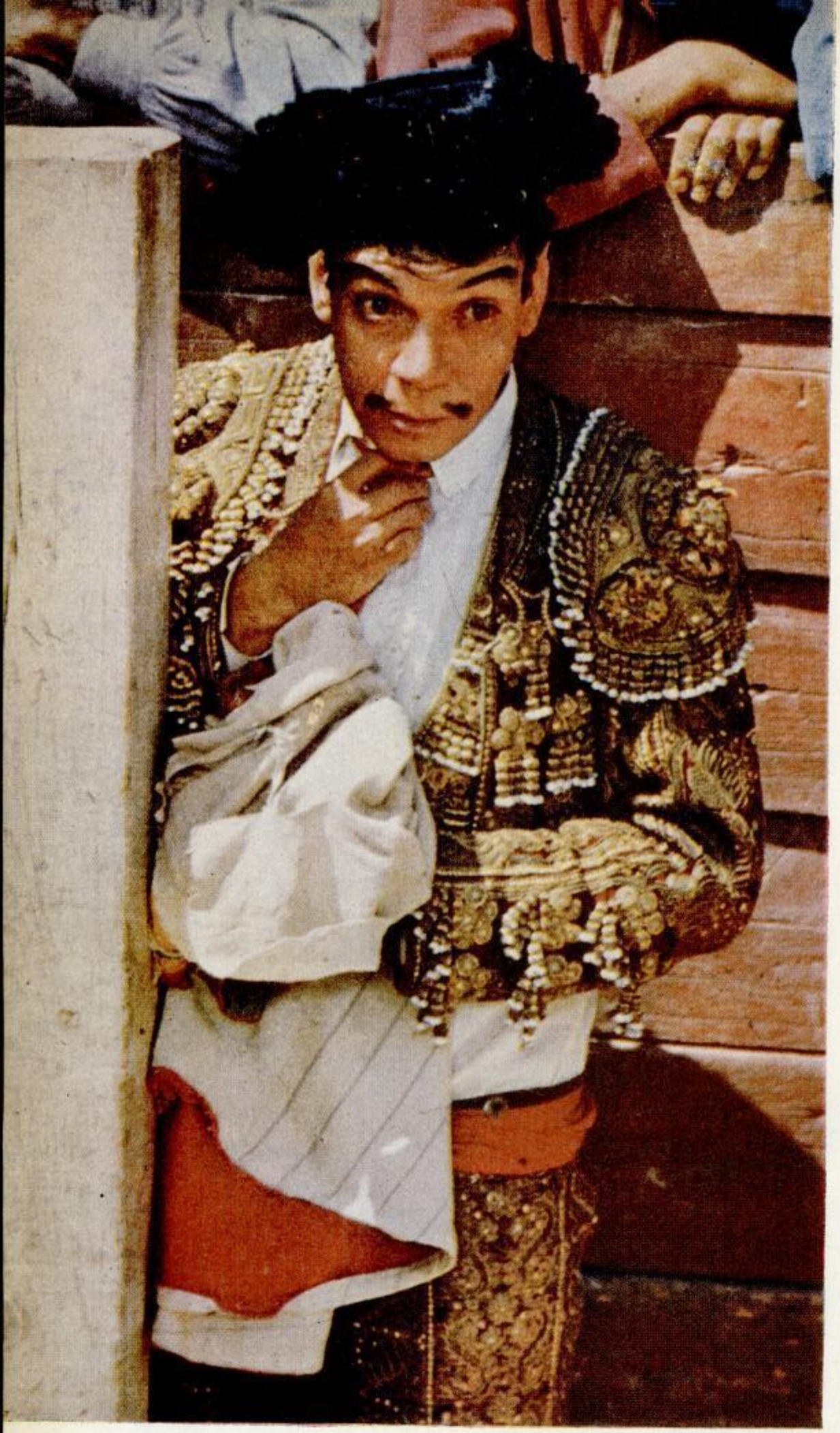
Mike Todd's 'Around the World in Eighty Days' is good fun and frolic

In an era when 80 hours is drag heels for a trip around the world, Hollywood's exuberant Mike Todd has invested $6 million in extravagant proof that 80 days around in the good old days was lots more fun. The movie takes off from Jules Verne's famous novel, *Around the World in Eighty Days*, the story of an eccentric Englishman named Phileas Fogg and his acrobatic valet Passepartout who race around the world to win a $100,000 bet, pursued by Inspector Fix, who thinks Fogg a fugitive.

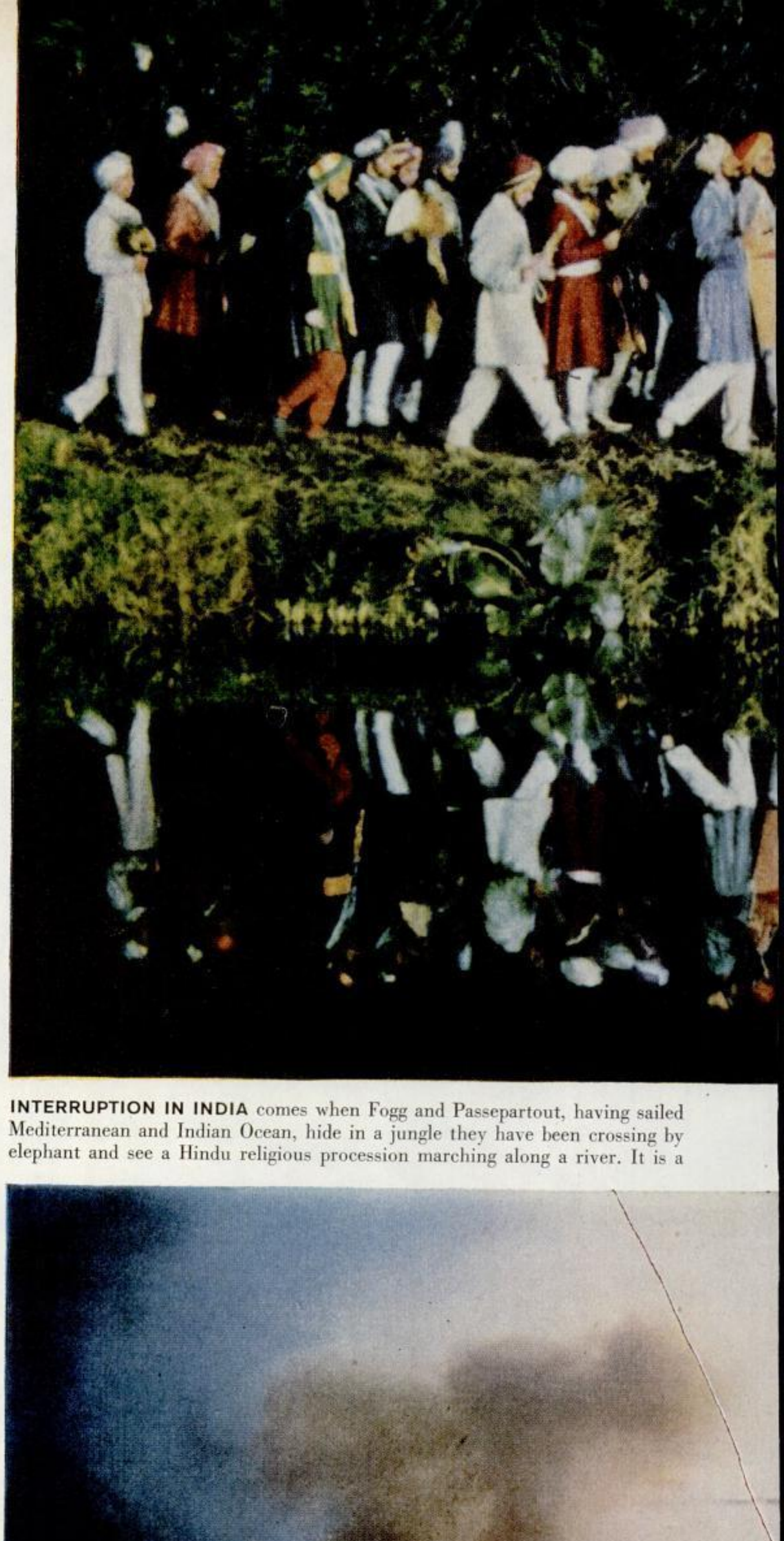
To this, Producer Todd has added many things. He has added bubbling dialogue by S. J. Perelman. He has added Mexico's superb comedian, Cantinflas, who as Passepartout comes merrily bursting through the language barrier. He has a fine performance by David Niven as Fogg. He has rounded up 41 world-famous faces that peek out everywhere in bit parts —Charles Boyer as a travel agent, Sir John Gielgud as a butler, Bea Lillie as a street evangelist. He has thrown in the world in color and Todd-AO and with his director, Michael Anderson, has made a frolicking movie that, in this year of truly fine movie-making, stands out quite proudly.

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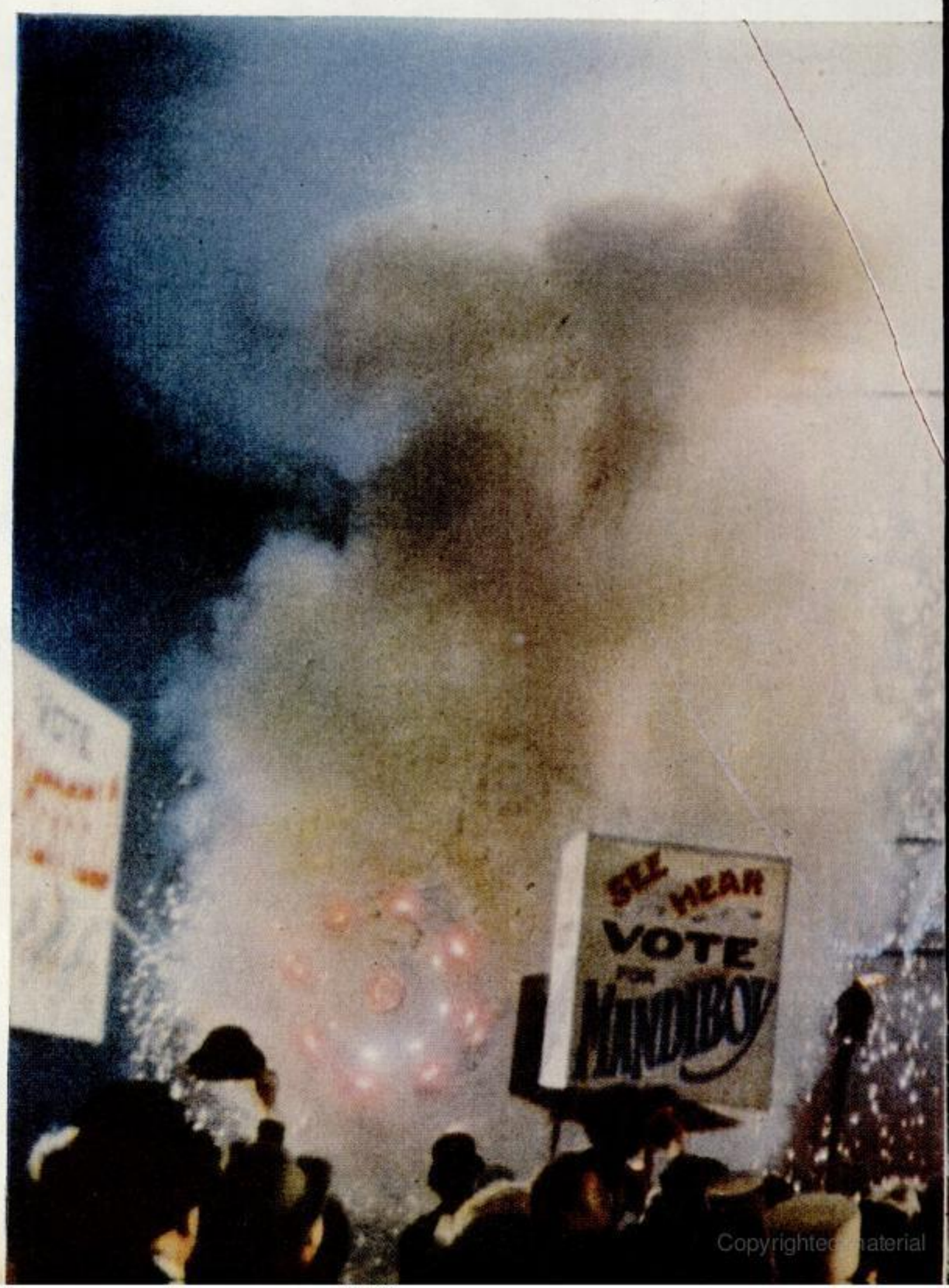


PALLID PASSEPARTOUT in Spain, trapped into a bullfight to appease angry Arab, peers fearfully at angry bull (*above*) and passes him (*below*) despite slipping pants. The impressed Arab lends the pair his yacht to speed their journey.



INTERRUPTION IN INDIA comes when Fogg and Passepartout, having sailed Mediterranean and Indian Ocean, hide in a jungle they have been crossing by elephant and see a Hindu religious procession marching along a river. It is a





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funeral, and the widow, lovely Aouda (Shirley MacLaine, riding in litter), is about to be immolated on her husband's pyre. When pair learn she was educated in England they are touched. They pause, raid funeral, rescue Aouda and hurry on.

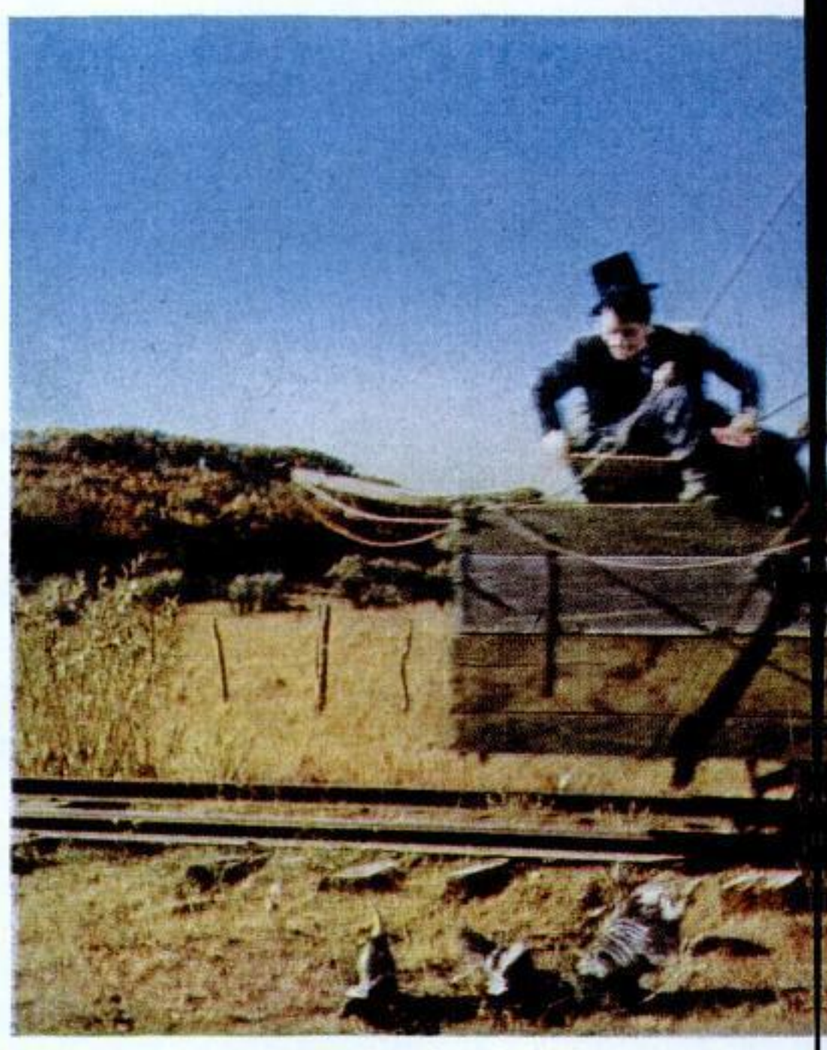
CAMPAIGN IN SAN FRANCISCO and election day high jinks (*below*) all but halt Fogg, Passepartout and Aouda. Fogg's English accent and hoity-toity ways rile a local patriot and resulting row nearly causes them to miss their train east.



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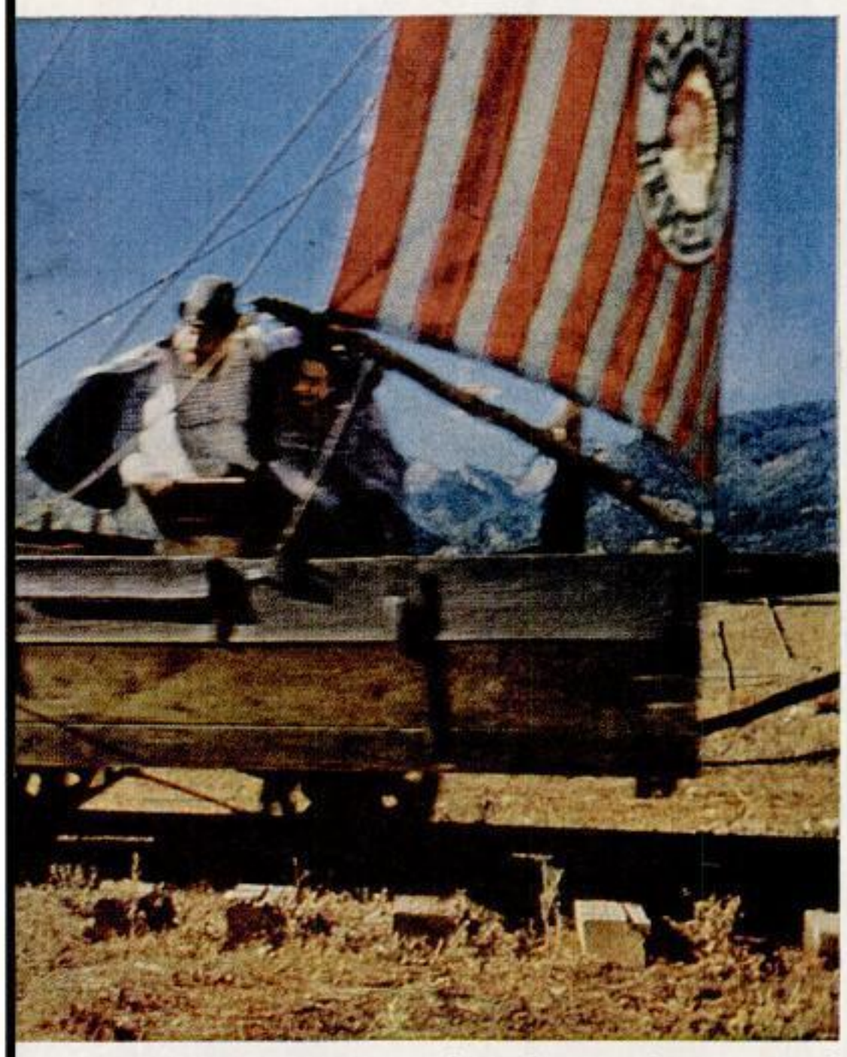


WOE IN THE WEST (*above and below*) besets the travelers. When a Sioux war party raids the train, Passepartout, fighting from the train roof, falls off and is captured by the Indians. He comes close to roasting at a stake, but U.S. cavalry with Fogg in the van comes riding to his rescue just in time.

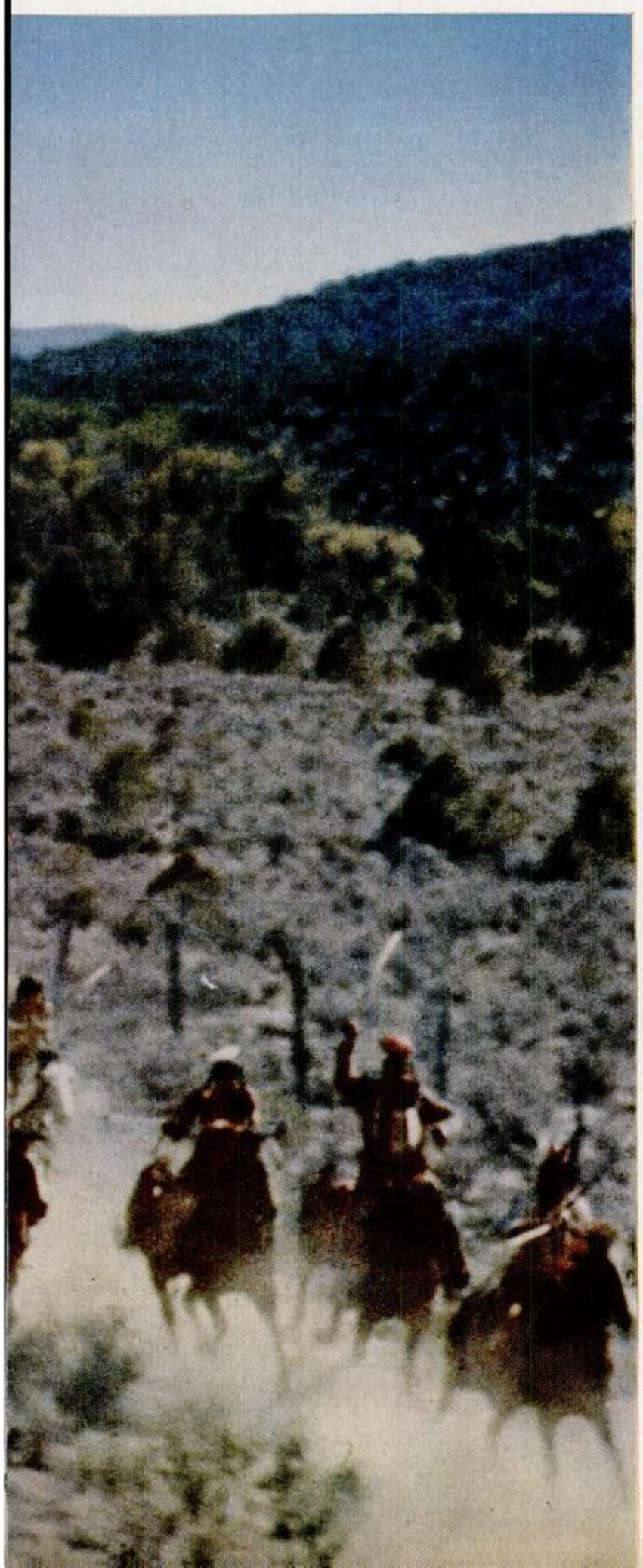


WHEELED WINDJAMMER rides the rails with the harried three plus Inspector Fix. Having missed a train during the rescue of Passepartout, they take





a flatcar, power it with gaudy cover from a covered wagon. They swoop over sheep-bedecked plains for New York and ship they hope to catch for England.





HUSTLING 'HENRIETTA', a ship taken over by Fogg when they miss regular steamer, burns own woodwork to reach Liverpool. Delayed again when Inspector Fix pinches Fogg, they reach London day late. Or so they think. Actually, having gained day crossing international dateline, they have won bet.

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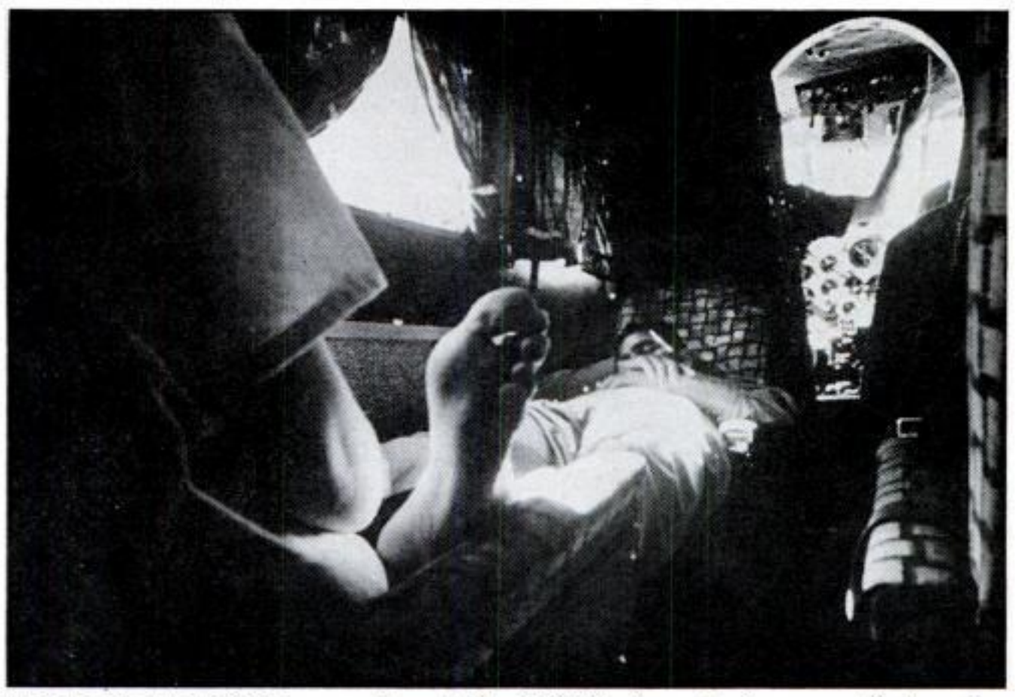
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TODD IN TRANSIT rests aboard Cantinflas' plane during one of the trips the two of them made to Hollywood while company was on Colorado location.

ROUNDING UP STARS IN 80 WAYS

Todd cajoled big names to do bits

by EZRA GOODMAN

BY any standards in or outside of Hollywood (and it was mostly made outside of there) *Around the World in Eighty Days* represents several remarkable feats of moviemaking on the part of producer Mike Todd. Although a comparative newcomer to the industry, he insisted on serving at various times as impromptu director, ad lib scriptwriter, location scout for many of the 72 scenes filmed in ten countries, and finally as film-cutter. In addition he singlehandedly raised the film's $6 million production costs. He even receives part credit for invention of the wide-screen process, Todd-AO, in which the movie was shot ("Mike and His Big Bug Eye," LIFE, March 7, 1955).



TODD IN ACTION chomps on his customary $1 Havana.

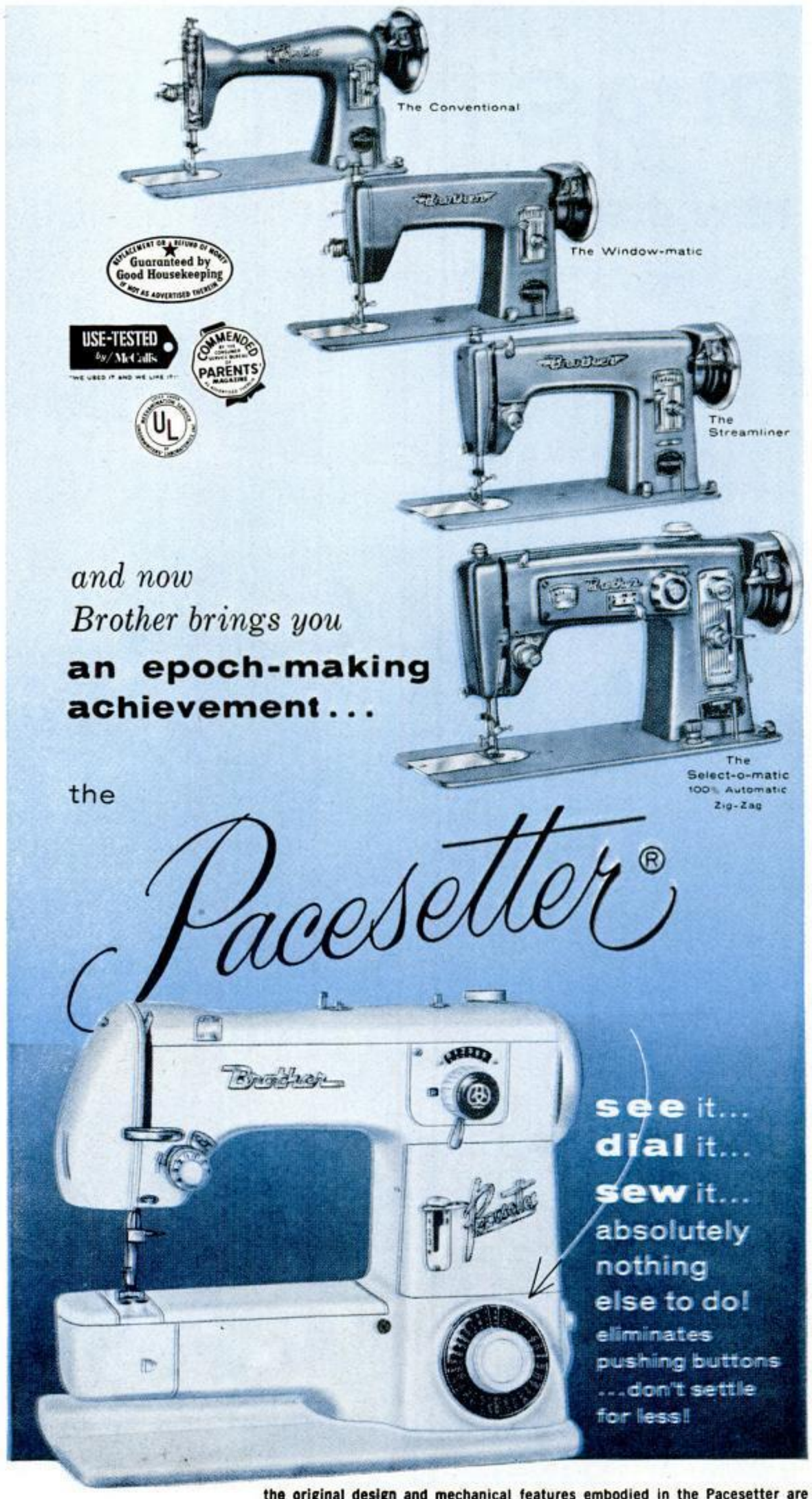
But none of these accomplishments is as startling as Todd's marathon talent-scout performance in rounding up dozens of stars who give the film by far the most big names of any production in recent years. Aside from the four principals—David Niven, Cantinflas, Robert Newton and Shirley MacLaine—the list, as it is run in the screen credits, includes: Charles Boyer, Joe E. Brown, Martine Carol, John Carradine, Charles Coburn, Ronald Colman, Melville Cooper, Noel Coward, Reginald Denny, Andy Devine, Marlene Dietrich, Luis Miguel Dominguín, Fernandel, Sir John Gielgud, Hermione Gingold, José Greco, Sir Cedric Hardwicke, Trevor Howard, Glynis Johns, Buster Keaton, Evelyn Keyes, Beatrice Lillie, Peter Lorre, Edmund Lowe, A. E. Matthews, Colonel Tim McCoy, Victor McLaglen, John Mills, Alan Mowbray, Robert Morley, Jack Oakie, George Raft, Gilbert Roland, Cesar Romero, Frank Sinatra, Red Skelton, Basil Sydney.

Awesome rosters of stars have been assembled in the past for cinematic revues in which the great names primarily played themselves. But never has such a list of big-name extras been put together by a free-lance producer such as Todd. Even in a town where human dynamos whir up and burn out with weekly regularity his energy is regarded as phenomenal.

To match his energy Todd possesses equally outsized persuasive powers. Hollywood acknowledges him as without peer in the arts of bamboozlement and cajolery. "He talks and talks and you think

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you know what he's talking about and then you start wondering," says one recent listener. After Todd has weakened a victim with talk he is apt to lull him into a semianesthetized state with clouds of smoke from one of the huge dollar cigars he consumes at the rate of 15 or so a day.

In rounding up his incredible list of actors for *Around the World*, Todd offered some of them fairly handsome amounts of money, but that was rarely the main inducement. Some he gave automobiles, one he gave a painting. Most of them he simply talked into it. A typical example of Todd's sales technique was his signing up of Fernandel, the French comic, to do a bit part as a hack driver.



FERNANDEL
Hack driver

"Fernandel," says Todd, "gets a big cut of the profits of a picture and the largest salary in France. I wanted him and Martine Carol, [a top French star]. He doesn't speak English and I don't speak French, but that didn't matter. I'm a great faker of languages—a couple of words do the trick. Later, when Fernandel learned a little English, he told me, 'It's better you don't speak French—you express yourself better.'

"First I found where he lives and who knows him good who I know—it turned out to be Georges Lourau, who used to be head of that French film export company. Lourau was amused at the very idea of Fernandel playing a bit. 'Impossible,' he said. 'Just get me with him,' I said. I could see that Lourau was thinking, 'The *chuzpa* [gall] of the guy.' But he humored me. We got to see Fernandel at 4:30 p.m. Saturday. Fernandel's agent was present. Lourau translated. First Fernandel was staggered at the audacity of my asking him to do a bit. I kept calling it 'a cameo.' 'In other countries,' I told him, 'your pictures only play art theaters. You should pay me for being in this picture. But you're a nice man and I'll pay you.' When we finished our meeting, he *would* have paid me."



COWARD
Employment agent

Kevin McClory, Todd's assistant, a spectator at this particular scene, tells how Todd actually turned the trick. "Todd gave Fernandel a big cigar and told him his face would be 65 feet long and 25 feet high in the greatest picture ever made and when people saw this face they'd know they were in France. Fernandel's agent started interrupting. 'Shut up, you,' Todd told the agent.

"Fernandel was gaping with astonishment and trying to find an out. He said, 'I can't get the costume in time.' Todd says, 'You're right. But if only I'd had the foresight you'd be the biggest thing in the world. I'll have to get someone else.' He lights a cigar and starts talking to me about nothing at all. Fernandel sits there with egg on his face. Finally he says, 'If you had the costume I'd play the part.' We had three suits, a make-up man and a hairdresser in the car downstairs. It was 8 p.m. On the way out, Todd lights a cigar and says, 'Where is this Martine Carol?' He got Carol that night by telling her he had Fernandel."



GIELGUD
Ex-valet

Noel Coward presented no linguistic barriers. "If you want to get people in England," says Todd, "who do you get first? Coward. This is a do-it-yourself picture. If it's good enough for Coward, it's good enough for Morley.

"Coward was in Las Vegas. I told him his act was great, but I thought his biggest number—Cole Porter's *Let's Do It*—was spotted wrong. It should be next to the end. He tried it, and the door was open. I'd demonstrated to him I knew what I was talking about. We never discussed money. Either it was good for him or bad for him. He was getting $40,000 a week in Vegas. He got paid £100 ($280) for the cameo and he brought me a present, an original painting by Coward, a primitive thing—natives with baskets on their heads. I gave him a postcard-size painting, a Bonnard, a little street scene. It cost nothing—a couple of hundred."

Sir John Gielgud was a cinch after Coward: "I'd never met Gielgud. He was appearing in 'Much To Do'—you know, Shakespeare.

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They can go to school in lunches,
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Mothers everywhere have blessed 'em —
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You can broil 'em, bake 'em, mix 'em
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But any way you eat bananas
Is sure to be a good 'un!

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I said, 'Sir John'—a helluva guy to call about playing a bit, pardon me, a cameo—and I told him Noel Coward was in the scene. He said, 'I must say you have courage'—and he did it. He got ten times what he wanted for one day's work."

One of the shrewdest traveling salesladies in show business, Marlene Dietrich, was also sold by salesman Todd. Says Todd, "They told me 'she's the impossible one.' I said to her, 'I'll shoot the scene and show it to you and forget the cost. I'll burn the negative if you don't like it.' I was gambling $150,000 with that one scene [a Barbary Coast saloon sequence in which George Raft plays the bouncer, Frank Sinatra a piano player, Red Skelton a drunk and Dietrich the owner]. Now I have a slogan, 'Stay with the money.' She was the money."



DIETRICH
Saloonkeeper

Says Miss Dietrich, "I just walked in blindly. There was no make-up test, no hairdo test. It couldn't have been better if we worked on it for a month."

Dietrich has since constituted herself an unofficial press agent for *Around the World in Eighty Days* and for Todd. She has also helped him cut the film and advised him on other aspects of production. "Todd," she says, "still has the enthusiasm that has gone out of Hollywood. The atmosphere here has become like a factory—General Motors."

Frank Sinatra, one of the most temperamental actors in Hollywood, was actually the easiest to enlist, according to Todd, who says, "I talk his language. Sinatra and Otto Preminger wanted me to be in the poker scene of *The Man with the Golden Arm*. I don't think I'm too good an actor and I didn't do it. But Sinatra did my picture instead. He was the only guy who wanted to do it really for love, for nothing. I just walked over and asked him and he said. 'What time do I show up?' He got a Thunderbird with gadgets and $100 a day for two days' work—scale is $80, but I paid him and most of the other cameos $100. It's good for their egos to get over the day-player's contract pay."



SINATRA
Honky-tonk piano player

Red Skelton, however, got $7,500 for his cameo. Ronald Colman, Charles Boyer and Bullfighter Luis Dominguín got Cadillacs. The José Greco troupe got only $7,500 for two days' shooting. "Greco," says Todd, "was in the picture against the wishes of his agent. He thought the low salary set a precedent." Todd says, "But I spent over $100,000 on the scene itself and I gave it excitement it wouldn't have if they'd made it at MGM or Fox."

There were a few casting disappointments. Alec Guinness wanted to play a Chinese waiter in a Hong Kong dive, but MGM would not release him. Maurice Chevalier insisted that he be billed last in the credits instead of in alphabetical order. So Todd, who can be as stubborn as the next man, replaced him with Charles Boyer.

Gary Cooper, James Cagney, John Wayne and Kirk Douglas were all considered for the part of the American cavalry officer finally played by Colonel Tim McCoy. "But they all wanted to kid it," says Todd. "One of those other stars was already in cavalry uniform and about to do the part, but he was going to make a 'camp' out of it." (A "camp," as Todd explains it, "is something you can't really define, like if Groucho Marx played the train conductor.")

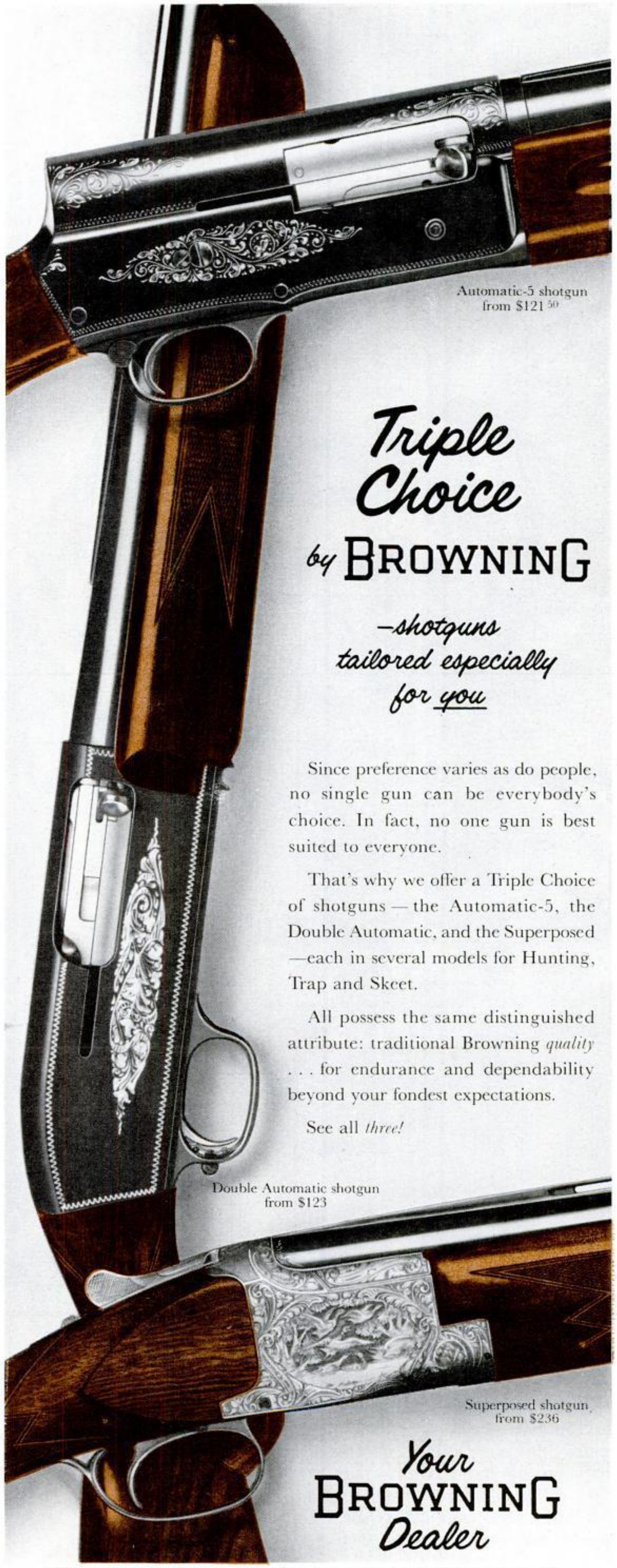


BOYER
Travel agent

Todd's feat in assembling his incredible cast is made the more remarkable because of the controversy and violent partisanship that have built up around him in Hollywood. One studio head sums up the attitude of many producers this way: "He's not Hollywood, but really Broadway. and the producers feel he gives Hollywood a bad name. It's what I thought Hollywood was like before I came out here."

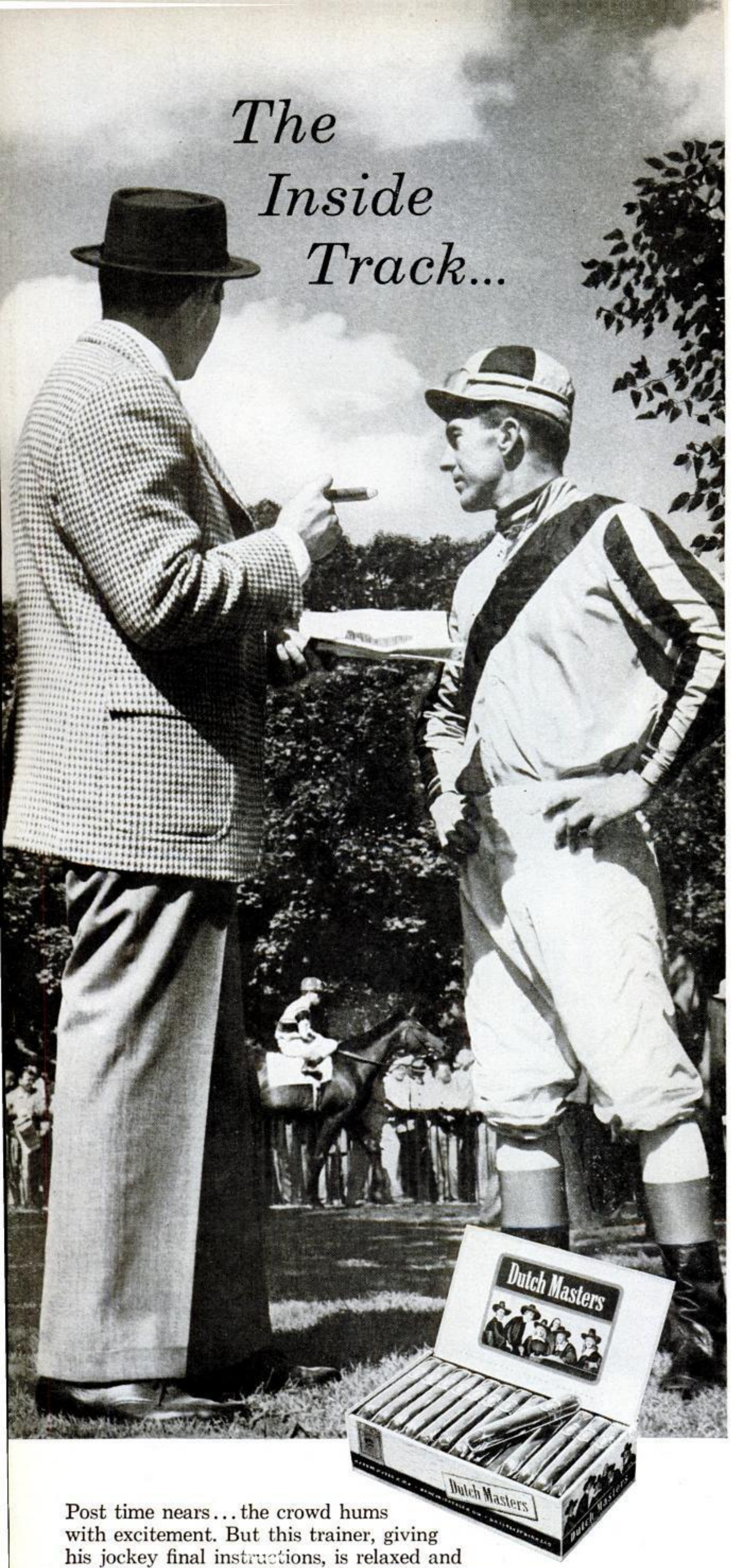
But on the actors' side of the cameras the warmth Todd inspires is mostly affectionate. George Raft says, "I never saw anybody go first-class like this guy. Nothing is too good for the people who

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AROUND THE WORLD CONTINUED

work for him. He sent a police escort to take me from the studio to my home and from my home to the airport so that I could get to New York in time for a TV show." Raft, one of Hollywood's veterans, adds reflectively, "There is no fun in motion pictures anymore. They're too serious. If you have fun, as you do with Todd, you don't mind working."

David Niven had much the same reaction to Todd. "He's the best thing that's happened to Hollywood." Niven said. "I'm so sick of dreary bankers that call themselves producers. He's a man with vision and some guts and generosity."

'Excited all the time'

THE Mexican star Cantinflas is still recovering from the effect Todd had on him. "I never see someone like that," says Cantinflas. "He work too hard all the time, excited all the time." When the unit was on location in Durango, Colo., Todd and Cantinflas would frequently fly to Los Angeles in Cantinflas' private plane just to see the film rushes.

Buster Keaton, who plays the train conductor, became a Todd devotee after Todd insisted on paying him twice what he asked. Later Todd showed his finesse in handling sensitive oldtimers such as Keaton in an incident Todd describes: "There were four trailers on location in Durango—for Newton, Cantinflas, MacLaine and Niven. I called the unit man and said, 'Where is the trailer for Keaton?' He said, 'Keaton is playing a bit.' I said, 'You punk, Keaton's a star.' That meant more to Keaton than the money. I thought he was gonna cry."

Marlene Dietrich observes that "when Todd serves dinner at 6 p.m. on location, you get steak. And there is a hot supper at 11 p.m. Compare this to Paramount with the box lunch of sandwiches. With Todd, no one wants to leave the set at the end of the day's work."

Todd's flair for the magnificent gesture extended even to his nonhuman players. One day in Colorado his car was stalled by a flock of sheep crossing the road. This inspired him to ad lib a scene in which Phileas Fogg's "sailmobile"—a railroad flatcar with a sail on it—was similarly delayed. The only difficulty in shooting the new scene was that the rancher who owned the sheep refused to bring them to the movie location in Durango. So Todd had railroad tracks built at the ranch. "The sheep wouldn't go to the tracks, so the tracks went to the sheep," he said.

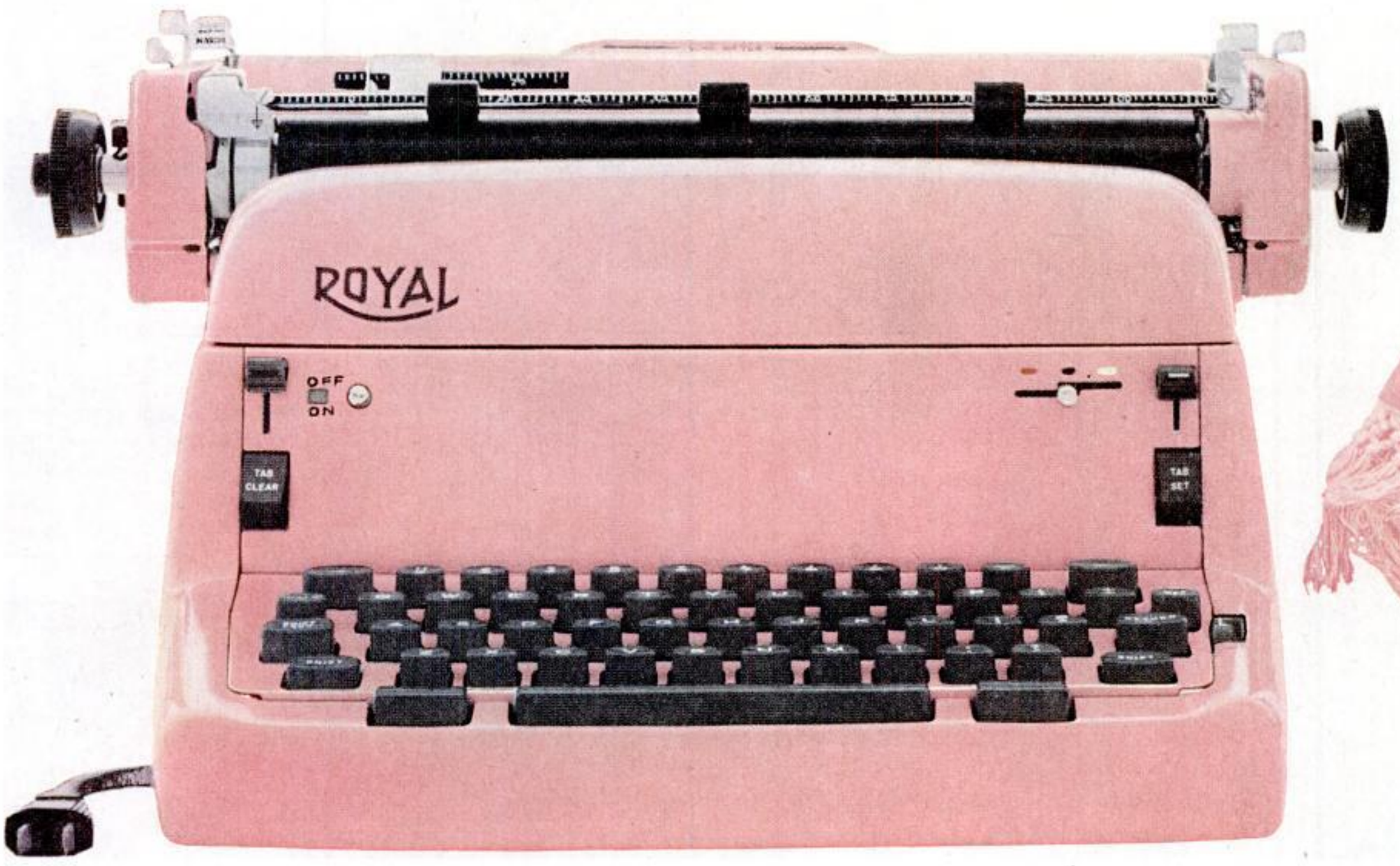
Later, while a nautical sequence was being filmed in the Pacific off Balboa, an assistant director ordered refuse thrown into the ocean to attract sea gulls. "Don't feed my gulls garbage!" Todd screamed. "Everybody else goes first cabin, what's with them? Besides, they're working for free!" Portuguese sardines were substituted for the garbage.



CODDLING A CAST MEMBER, Todd, who performed every conceivable function during over 100 days of shooting, totes a tired burro in Colorado.

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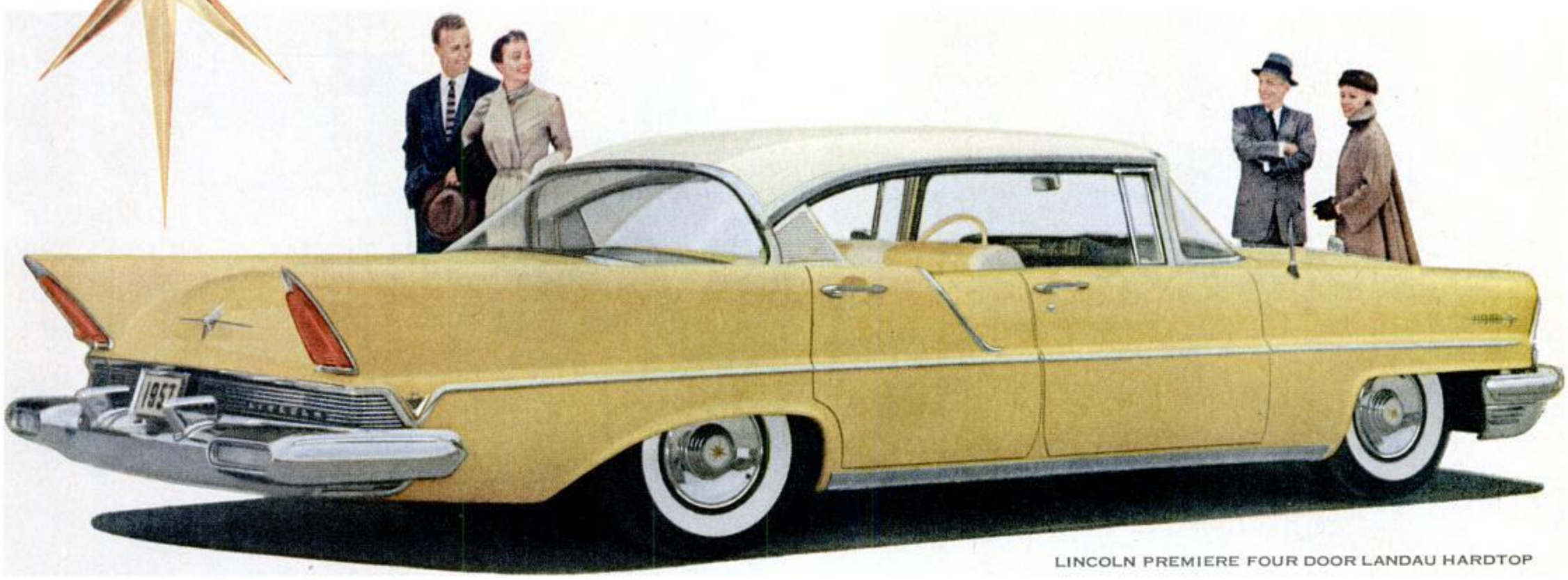
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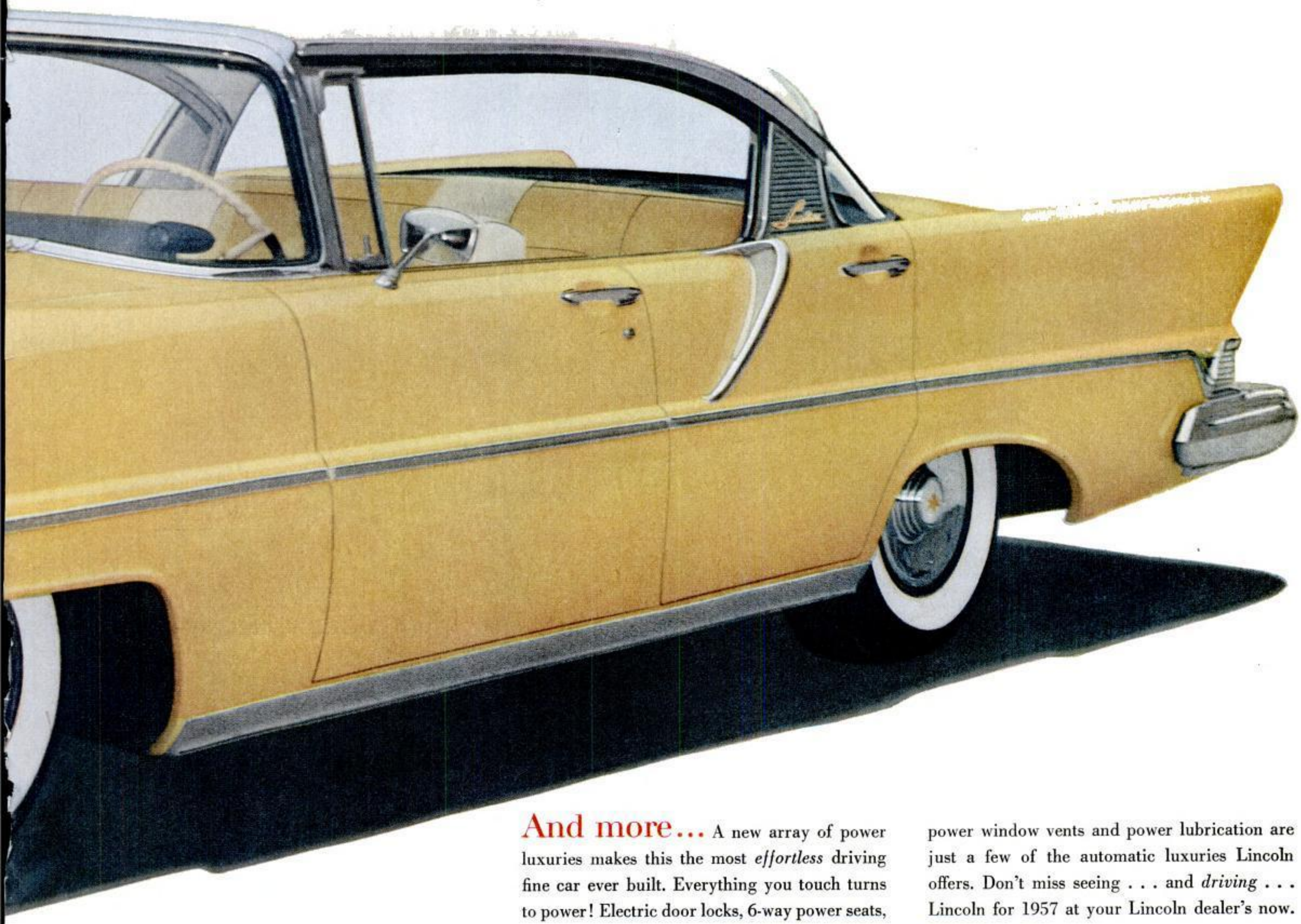


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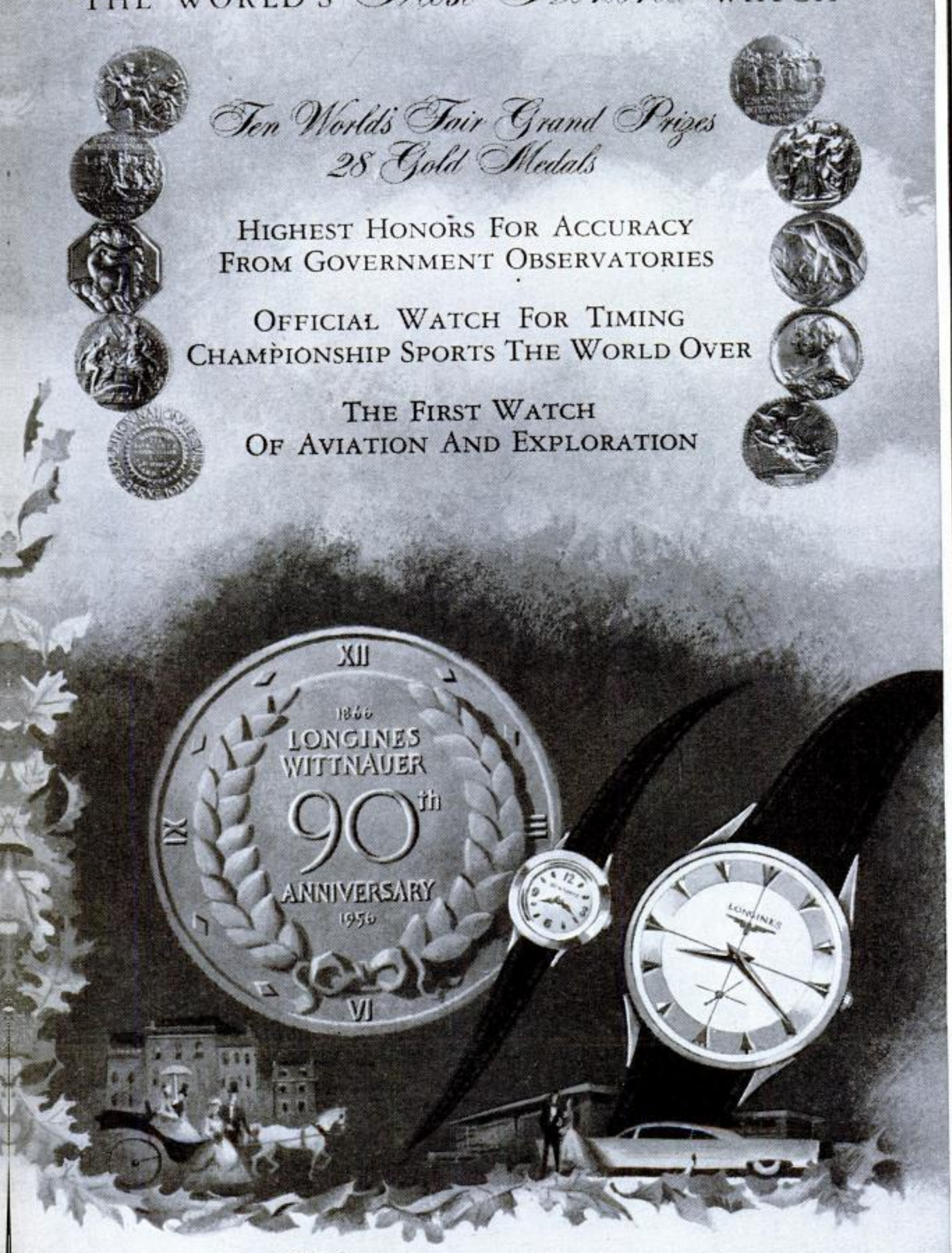
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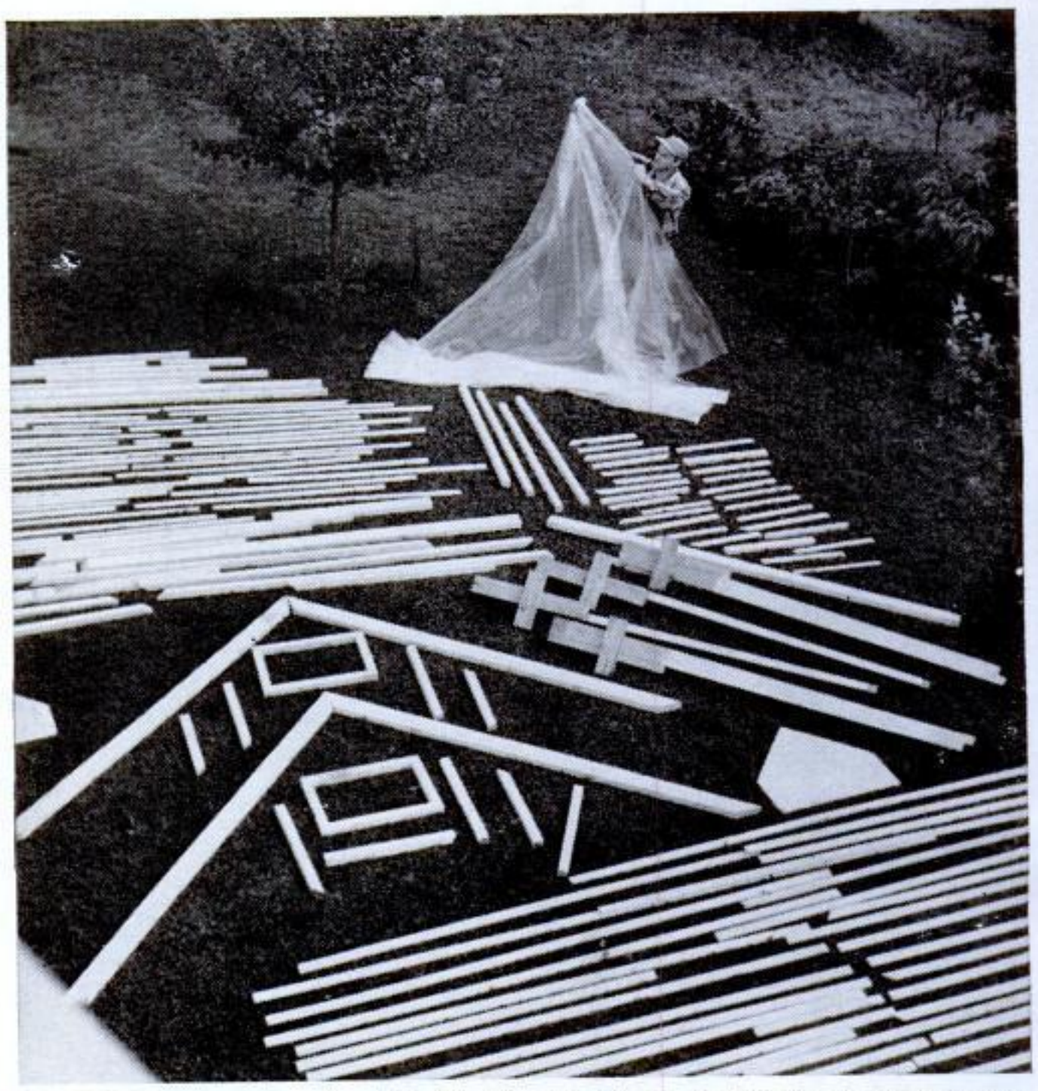
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Four jewel-like colors . . . Jade Green, Rose Quartz, Pearl White and Aquamarine. Each comes in a smartly tailored, oyster white Carrying Case with ebony black base.

New Gentle-Action Head: one side for legs—one side for underarms. Lady Schick shaves underarms with such gentleness, you can apply a deodorant immediately. As for legs, Lady Schick gives them a silken smoothness . . . without the cuts, nicks, and nuisance of old fashioned blade shaving. So fast, it's fun to shave!

Stunningly beautiful! Lady Schick in four lustrous colors, only $14.95. Gold and silver colors, slightly more. Schick Incorporated, Lancaster, Pa. **P. S.** Your Schick dealer is now showing the famous Schick "25" in "Colors for Men."

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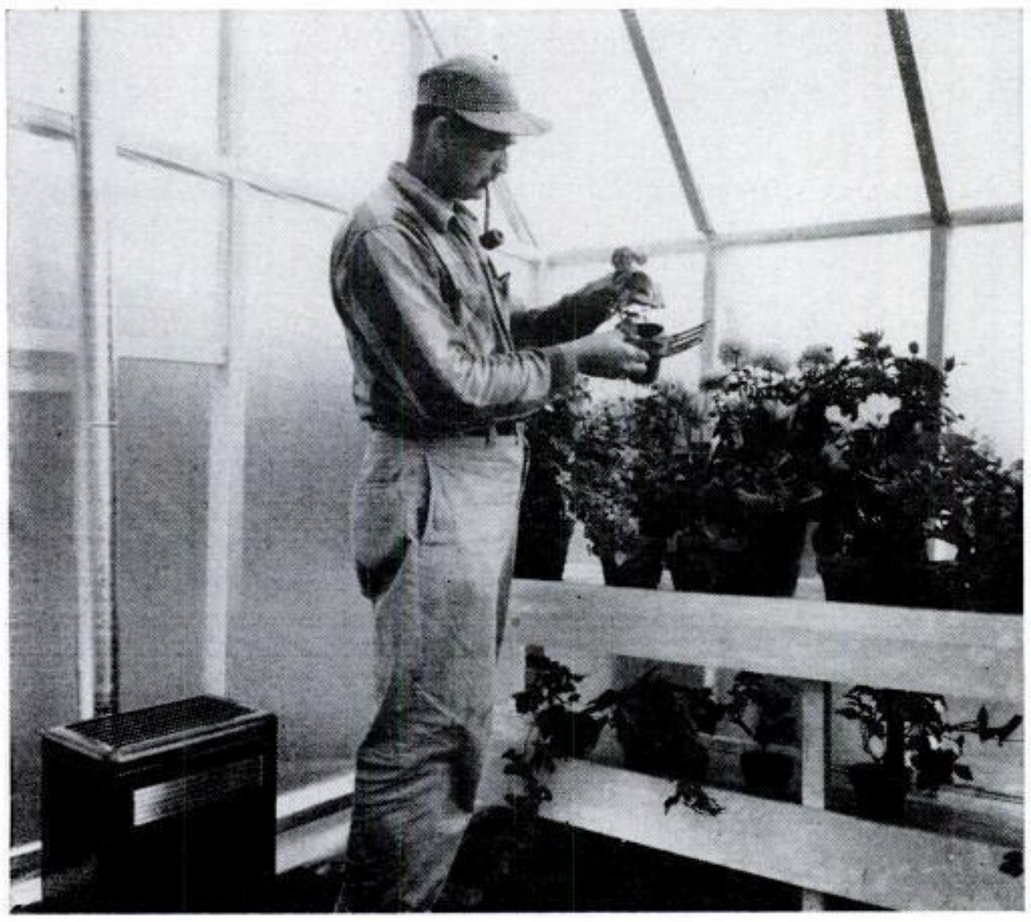
PLASTIC GREENHOUSE CONTINUED



STRETCHING PLASTIC tightly is not necessary for efficiency but improves appearance. Sferra had wrinkle trouble with roof when wind came up.



METAL PLATE goes just under end of ridge pole and has a hole in it for the heating vent pipe. Plastic triangle is then cut out behind metal plate.



IN FINISHED GREENHOUSE Figel pots a plant. Heater (*left*) was half the cost of $100 greenhouse, uses three to six tanks of bottled gas per year.

"Tastes even finer than 'sweet-mash' bourbon"...

"Even smoother than 'sour-mash' bourbon"



The one and only **mellow-mash** *bourbon...*

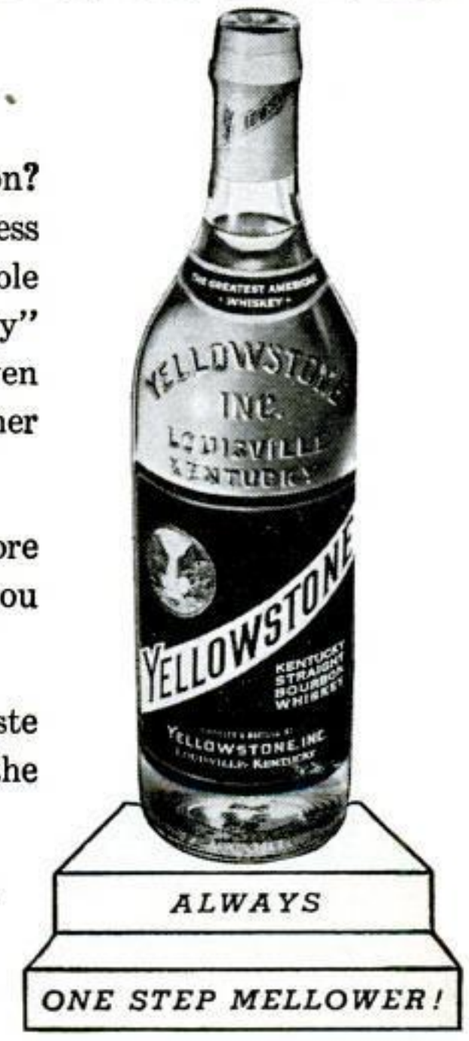
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Always one step mellower! The reason? Yellowstone's exclusive *mellow-mash* process draws off only the lightest, most desirable whiskey vapors in the still—leaves the "heavy" parts behind. That's why Yellowstone is even finer than sweet-mash bourbon—even smoother than sour-mash bourbon.

Yes . . . *mellow-mash* Yellowstone takes more grain, more time, more money—but it gives you *full bourbon flavor with truly light body.*

Try this old Kentucky favorite. Once you taste it, you'll know why Yellowstone is called "the greatest American whiskey"!

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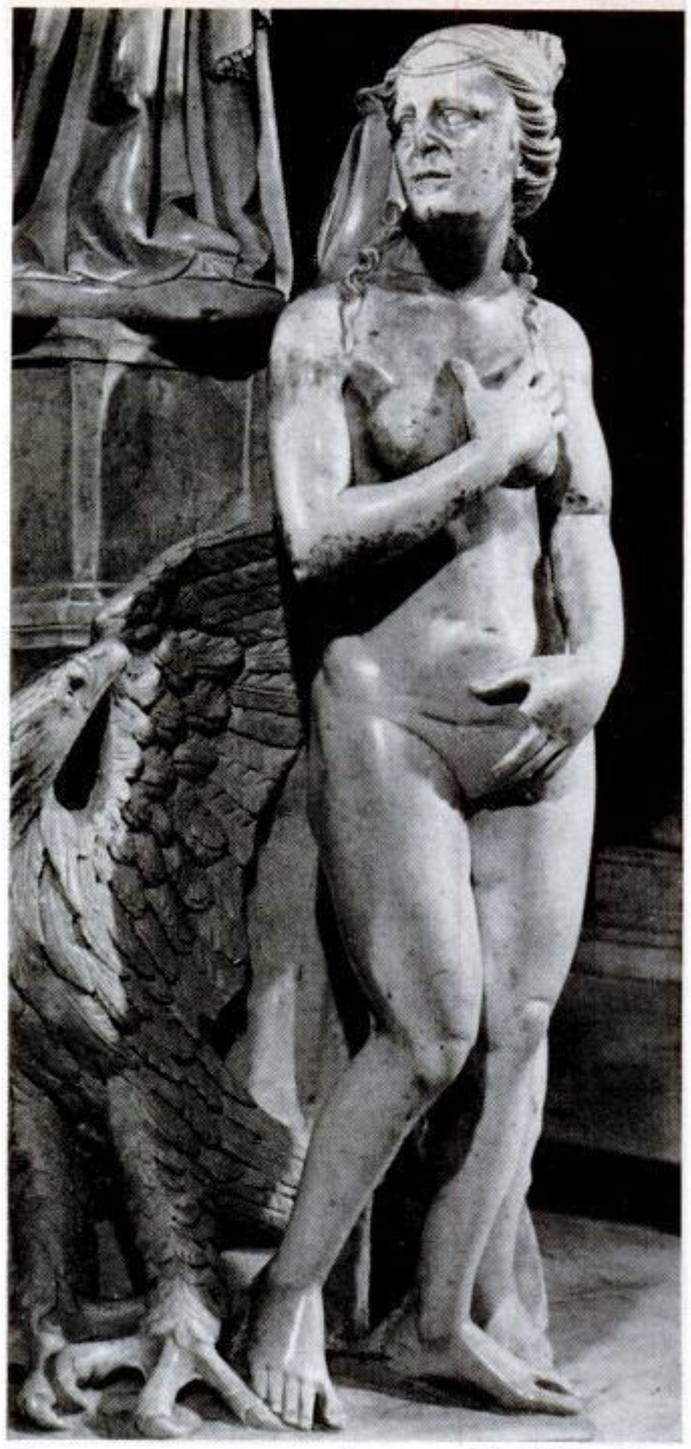
Distilled and bottled by Yellowstone, Inc., Louisville, Kentucky, Division of Glenmore Distilleries Company

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THE BEAUTY OF THE NUDE



CAPITOLINE MUSEUM, ROME



CATHEDRAL OF PISA

GOTHIC NAKEDNESS is seen in 14th Century by G. Pisano, who copied Greek pose (*left*) but gave statue awkward, embarrassed look.

Scholar compares its grace to the naked's exposed look

For 2,500 years the undraped human body has been a staple of art. Varying from age to age in both spirit and form, it has sometimes been labeled "naked," sometimes "nude." This distinction has now been analyzed by Sir Kenneth Clark, one of Britain's leading art scholars, who, in his book entitled *The Nude: A Study in Ideal Form* (to be published by Pantheon in December), has surveyed the gamut from Praxiteles to Picasso.

"To be naked," says Sir Kenneth, "is to be deprived of our clothes, and the word implies . . . embarrassment. . . . 'Nude,' on the other hand, carries . . . no uncomfortable overtone. The vague image it projects . . . is not of a huddled and defenseless body, but of a balanced, prosperous, and confident body: the body re-formed." This latter approach came into being with the great artists of Greece who translated mortal appearance into immortal perfection. Ever since, artists have been rendering the nude in myriad ways, from the awkward self-consciousness of the Middle Ages to the glowing serenity of Renoir. On these eight pages and the cover, LIFE reproduces some of the world's great nudes, interpreted by Sir Kenneth Clark.

CLASSIC NUDITY (*left*) appears in Hellenistic version of sculpture by Greek Praxiteles, which is voluptuous while seeming modest.

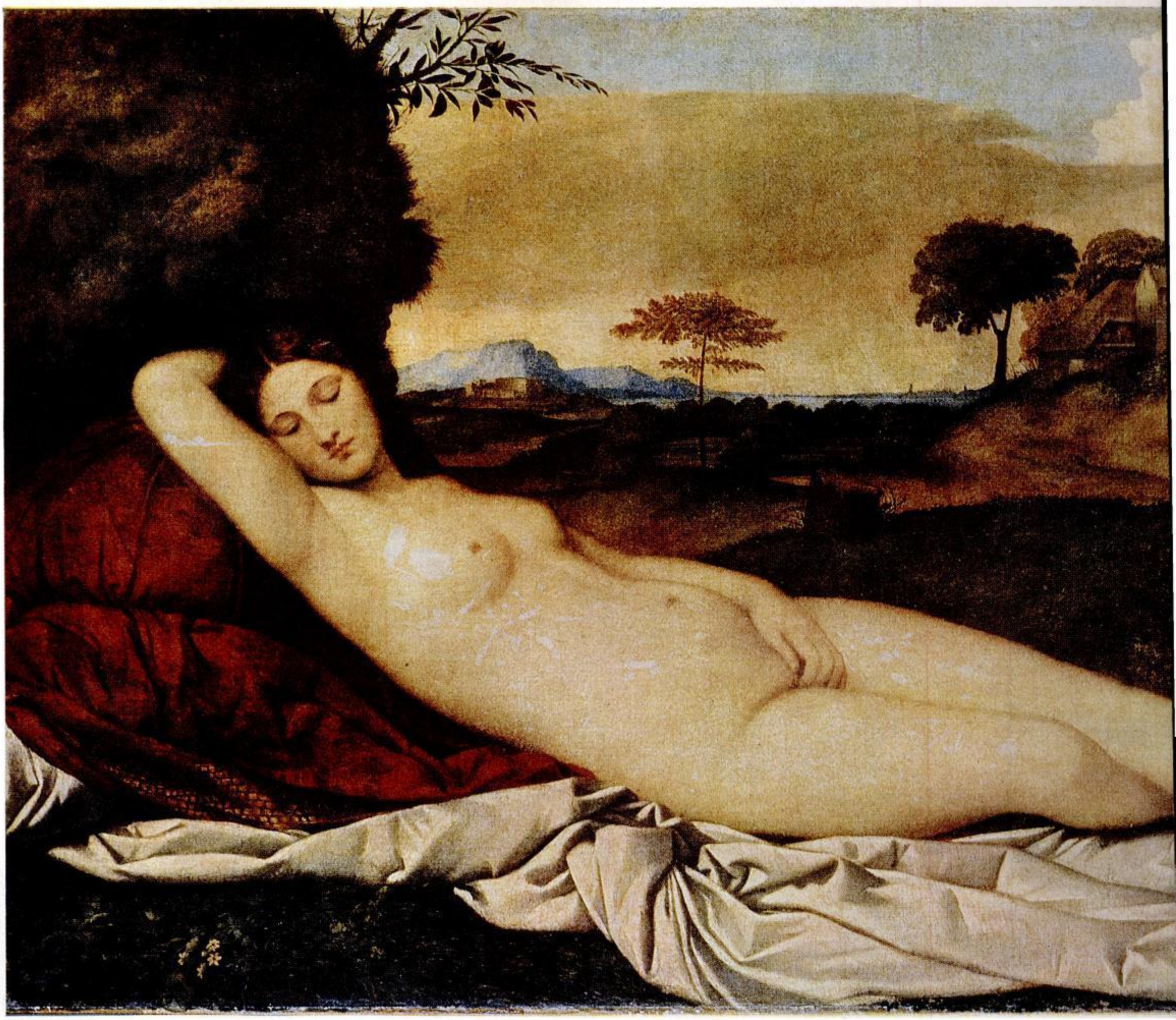
RENAISSANCE BLEND (*right*), in detail from *Birth of Venus* by Botticelli, merges easy grace of Greek art with a spiritual look of Gothic art.

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UFFIZI, FLORENCE

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NATIONAL GALLERY, LONDON

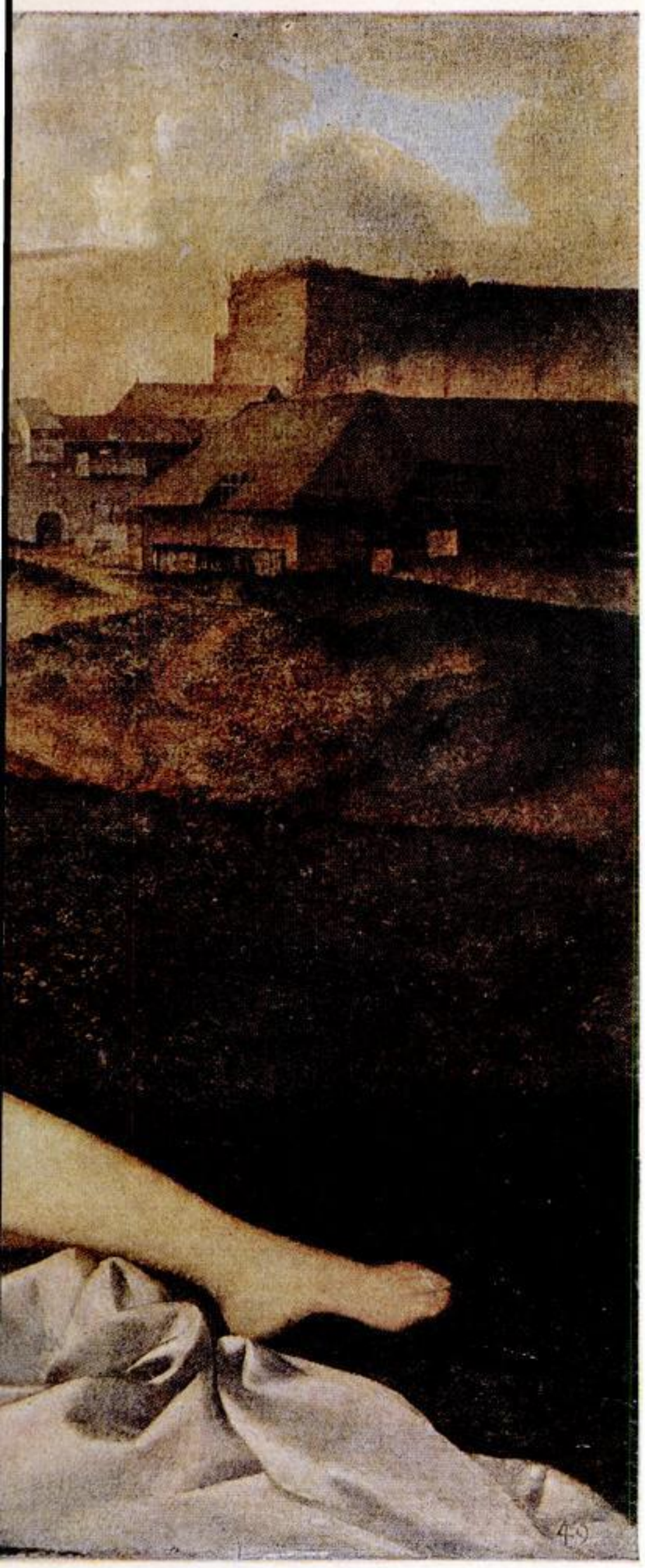


ALTE PINAKOTHEK, MUNICH

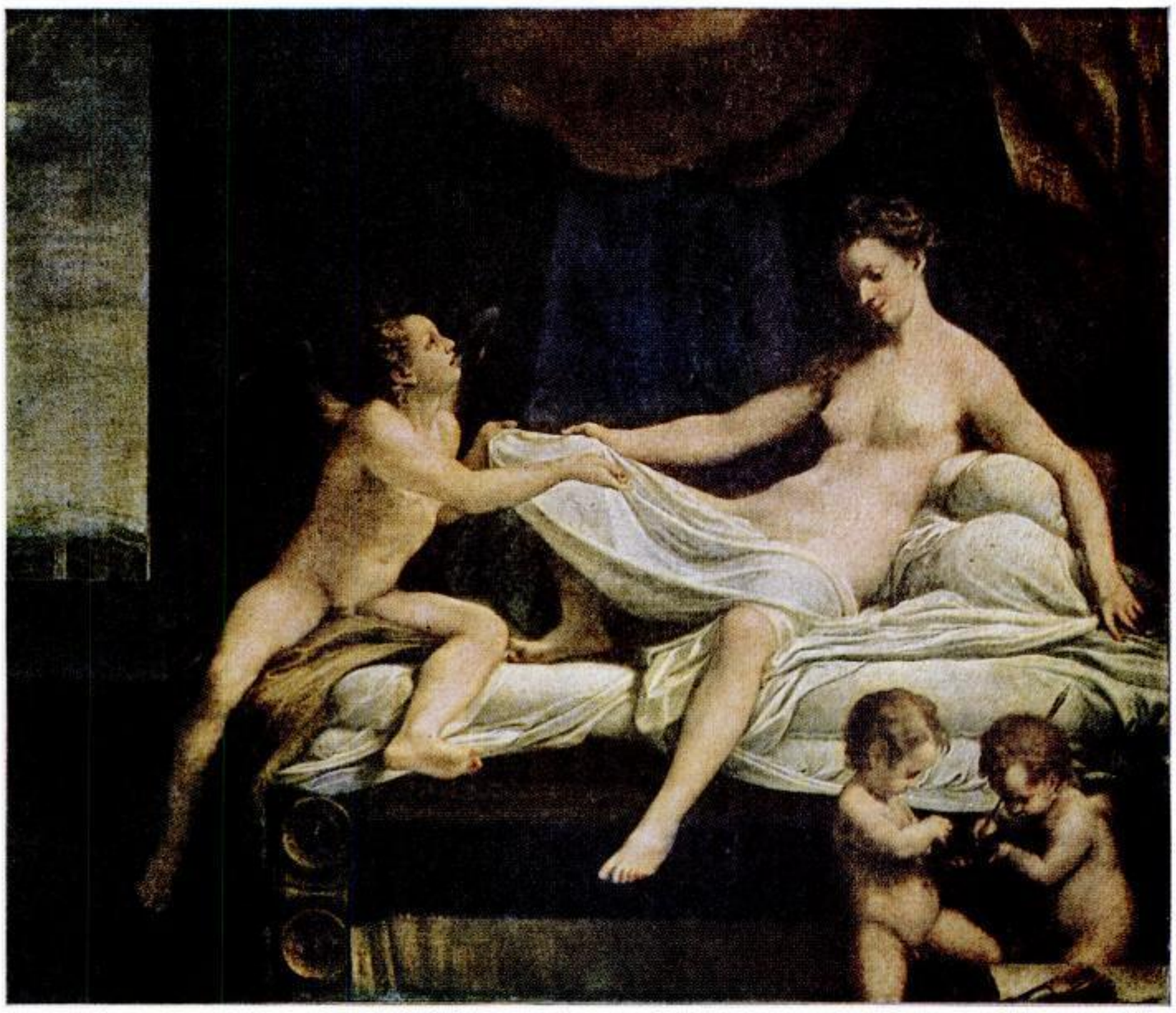
LOUNGING VENUS, eying herself in a mirror, is one of few nudes painted by Velázquez. Such subjects were considered indecent in 17th Century Spain, but Velázquez, unable to resist creating his own variation on the Venetian theme, did what Clark calls a "dispassionate" back view.

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LANGUOROUS LADIES ON COUCH AND CUSHION



SLEEPING VENUS, painted by the Venetian, Giorgione, around 1505, inspired countless variations by artists of succeeding centuries. Though her smooth forms suggest Greek sculpture, her slender, tapering body and closed eyes give her an unclassical, spiritualized look.

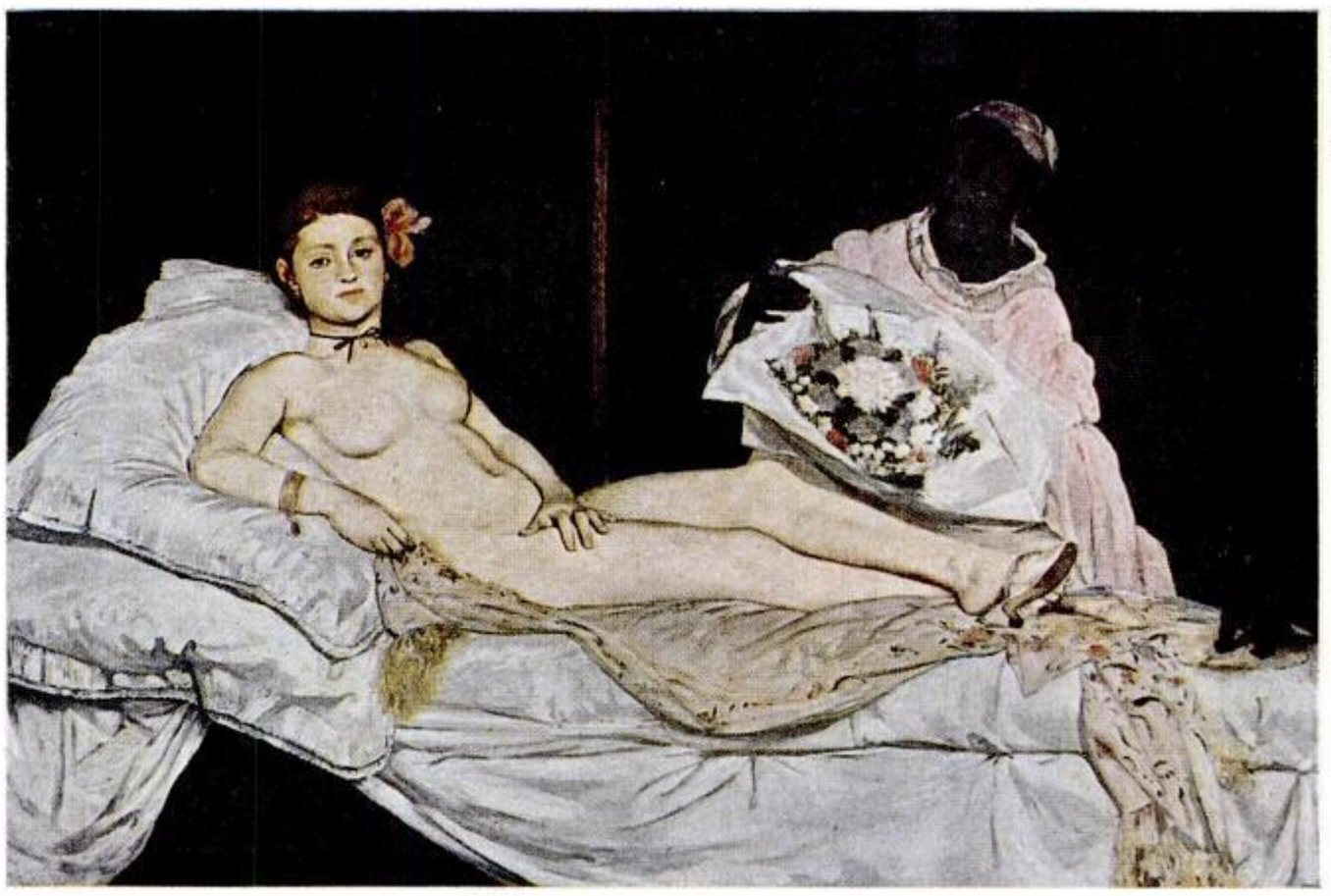


BORGHESE GALLERY, ROME

AWAKENED DANAE was portrayed by 16th Century Italian, Correggio, as she is aroused by the god Jupiter disguised as cloudburst of gold. Correggio, whom Clark calls a "poet of the body," used soft light, rippling shadows to emphasize delicate sensuousness of the nude.



SPRAWLING O'MURPHY, mistress of Louis XV, was painted by Boucher in bottoms-up pose popular in France in 1700s. Though pose is provocative, girl has relaxed, innocent air.



LOUVRE, PARIS

UNBLUSHING OLYMPIA scandalized Paris when Manet showed her in 1865. Though based on Giorgione, her explicit, unidealized form, says Clark, is closer to being naked than nude.

CONTINUED

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BEVIES OF FULL-BLOWN



ELLESMERE COLLECTION, NATIONAL GALLERY, EDINBURGH

BATHING GODDESS, Diana, surprised in her sylvan boudoir by the hunter Actaeon, was painted in 1559 by Titian. Then in his 80s, the Venetian had so mastered his brush that he was able, according to Clark, to surrender himself wholeheartedly to the pleasure of rendering a galaxy of nudes. The easy poses, the subtle light wavering over flesh, make these nudes among the most seductive in all painting.

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BEAUTIES





LOUVRE, PARIS

BATHING HAREM was done in 1862 by Ingres who, at 82, still luxuriated in sensual forms. But the "whirlpool of carnality," says Clark, is subdued by the design.

THREE GRACES by Rubens (about 1630) seem, says Clark, "to have tumbled out of a cornucopia." Glorying in nudes, Rubens accentuated undulations, luster of bodies.



PRADO, MADRID

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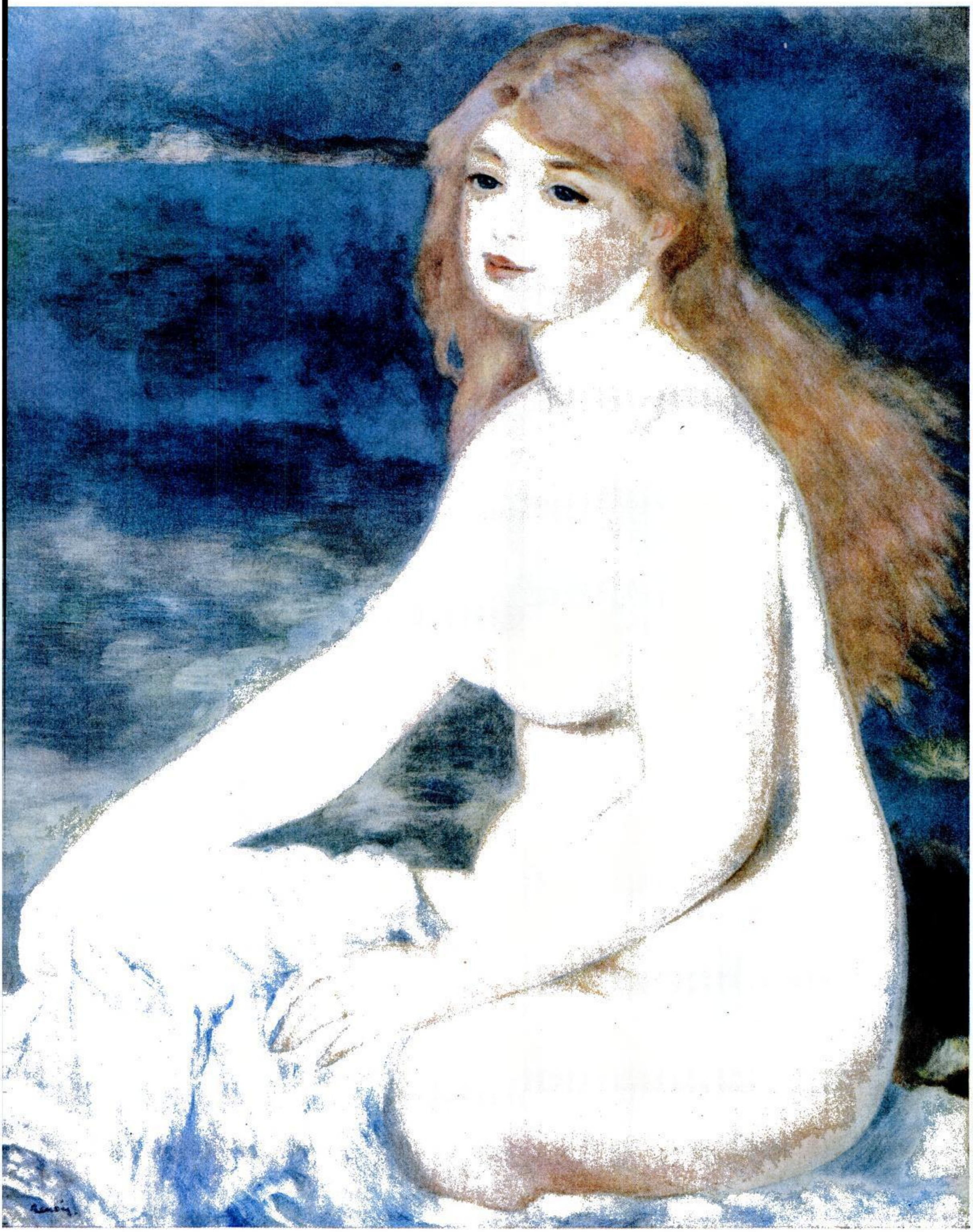


DETROIT INSTITUTE OF ARTS

REALISTIC BATHER was created in 1845 by France's Courbet whose "colossal appetite for the substantial," says Clark, asserted itself in his unglamorized portrayals of heavily built models. But Courbet bowed to convention by placing them in woodland settings.

CLASSICAL BATHER is Renoir's painting of his wife, done during a sojourn in Italy in 1881. In her pearl-toned, sculptural, unself-conscious look, she, like almost all of Renoir's nudes, comes "closest to attaining the antique balance between truth and the ideal."

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SIR KENNETH CLARK COLLECTION

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Yes, you buy one of these wonderful Swanson Dinners and we'll buy you two delicious Fruit Pies fresh-frozen by Swanson. Now Swanson TV Brand Dinners are more luscious than ever and only Swanson has the secret of making them so good. Try Swanson TV Brand Dinners today—get Swanson Fruit Pies free.

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MILITARY AFFAIRS

Meeting a Jealous Mistress

AIR FORCE WIFE LEARNS OF JETS

A major problem of the U.S. Air Force is to hold on to its men once they are trained. Bad housing and low pay are enough to discourage many men—and their wives—from sticking with the Air Force as a career. There is also a major psychological problem which especially plagues the officer pilots. When a pilot comes home tense and tired from a day of hazardous jet flying, he needs understanding from his wife—not distressed complaints that flying takes too much out of him and he should quit.

Recognizing this fact, the Air Force at its Laredo, Texas base allowed Mrs. Rosemary Horne, wife of a jet instructor, to see how she could help out. First Mrs. Horne wangled permission to fly in a T-33 jet trainer. After going through the routine of preflight training, Mrs. Horne made several flights. Afterward, to spread her new understanding to wives of other pilots, she wrote of her experience in a series of newspaper articles.

"For three and a half years," she began, "you have shared your husband with a jealous mistress. . . . Now you meet her face to face."

In these pictures, with Rosemary Horne's own words to describe them, LIFE shows what she discovered about her husband's mistress.



"The first step in preparing for a flight in a jet is to be outfitted completely with the latest in Air Force fashions. Staff Sergeant Shepard provided me with a shiny, new crash helmet (*on table*)—which my husband calls his "brain bucket." It weighs four pounds, too heavy for a hat, but to a pilot it is a thing of beauty. The sergeant also gave me a flight suit (small-short) which abounds with zippers on its pockets—six of them to hold pencils, dog tags, flight papers and cigarets. It would be a handy thing to wear around the house. Finally he fitted me with a parachute. If the chute is fitted properly, you are unable to stand erect. In fact you can hardly stand at all with that dead weight on your back. After dragging this equipment around all day it's easy to understand why your husband would drag home."

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ANOTHER 3-FOR-1 OLYMPIC VALUE
High Fidelity tape recorder, 4-speed phonograph and AM/FM radio, all in one fashion-styled cabinet, for almost what you'd expect to pay for the tape recorder alone! Hi-fi radio-phonographs from **$149.95***



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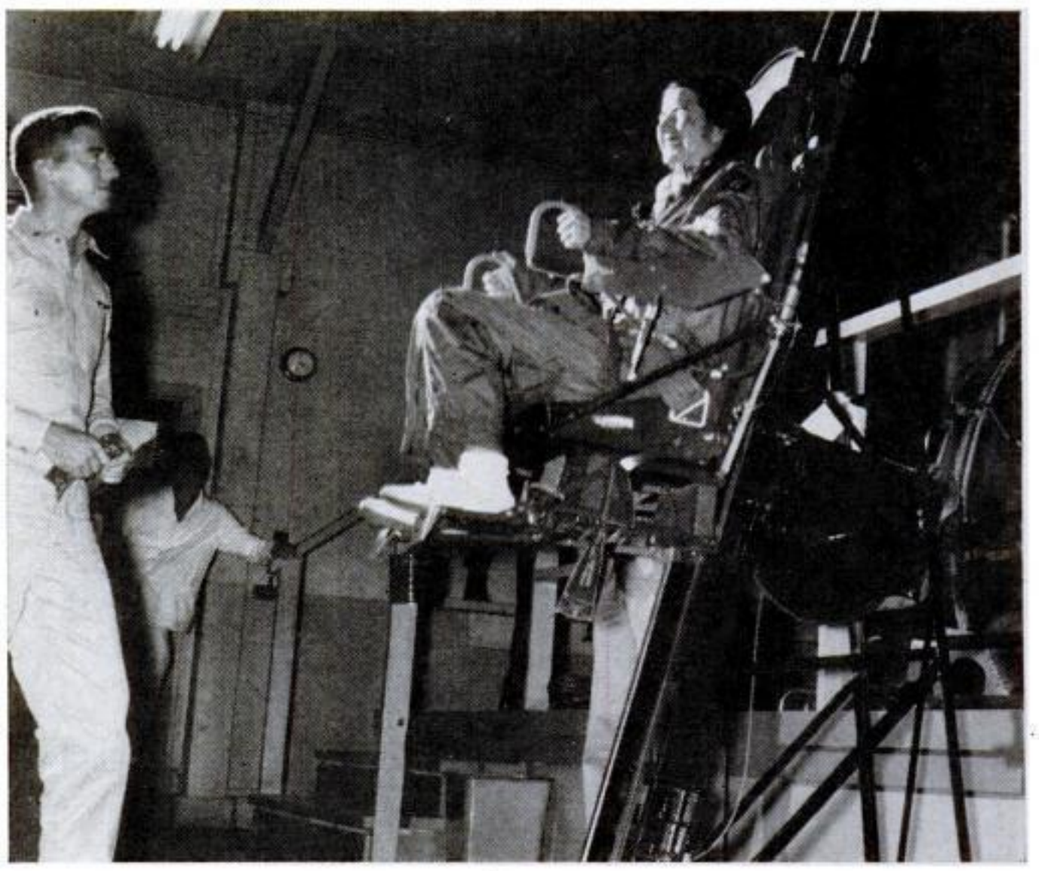
*City*_____ *Zone*____ *State*_____



"Walking into a man's world is asking for stares. You get 57 varieties as you enter a classroom to learn about the effects of flight on the human body. You hoped perhaps they might pamper you. But they don't. When Lieutenant Quinlan started talking about the oxygen mask I didn't even recognize it until he held it up."



"In the altitude chamber I sat (*center*) with six student pilots. As the men outside the window change the pressure to simulate altitude you are excited and apprehensive. Everything is heavy and you feel clumsy. You can hear yourself breathe. Your muscles get tense and you have to swallow to keep ahead of your ears."



"It's a kick in the pants to catapult up in the practice ejection seat. You are glad to know the procedure, in case of a bail-out—a danger your husband faces daily—but you are not too anxious to practice it. You pull the trigger. After a second you whiz up the runners. You don't have enough breath left even for a quick yell."

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Light refreshment is half the fun!

Notice people at ease today.

They relax. They have good times easily. And they turn to *light* refreshment for keeping up the fun.

This is today's leisure. And today's light Schlitz goes right with it. With meals, especially, you appreciate this lightness. Schlitz leaves you feeling refreshed without feeling full.

It's brewed with just the *kiss* of the hops for delicate flavor. Not a bit bitter.

Notice how many of your friends make Schlitz their leisure-time refresher. It's the world's largest-selling beer.

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Everything brightens up with brisk LIPTON TEA

IT DOES WONDERFUL THINGS FOR YOU. So—if you want to "come alive" quickly—fix yourself a bracing cup of Lipton Tea.

YOU START PERKING UP after the first few sips. And the lift you get is the *right* kind of lift—the Lipton lift. You relax . . . then everything brightens up.

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TREAT YOUR FAMILY OFTEN to this delicious Lipton Tea that does such nice, bright things for you.



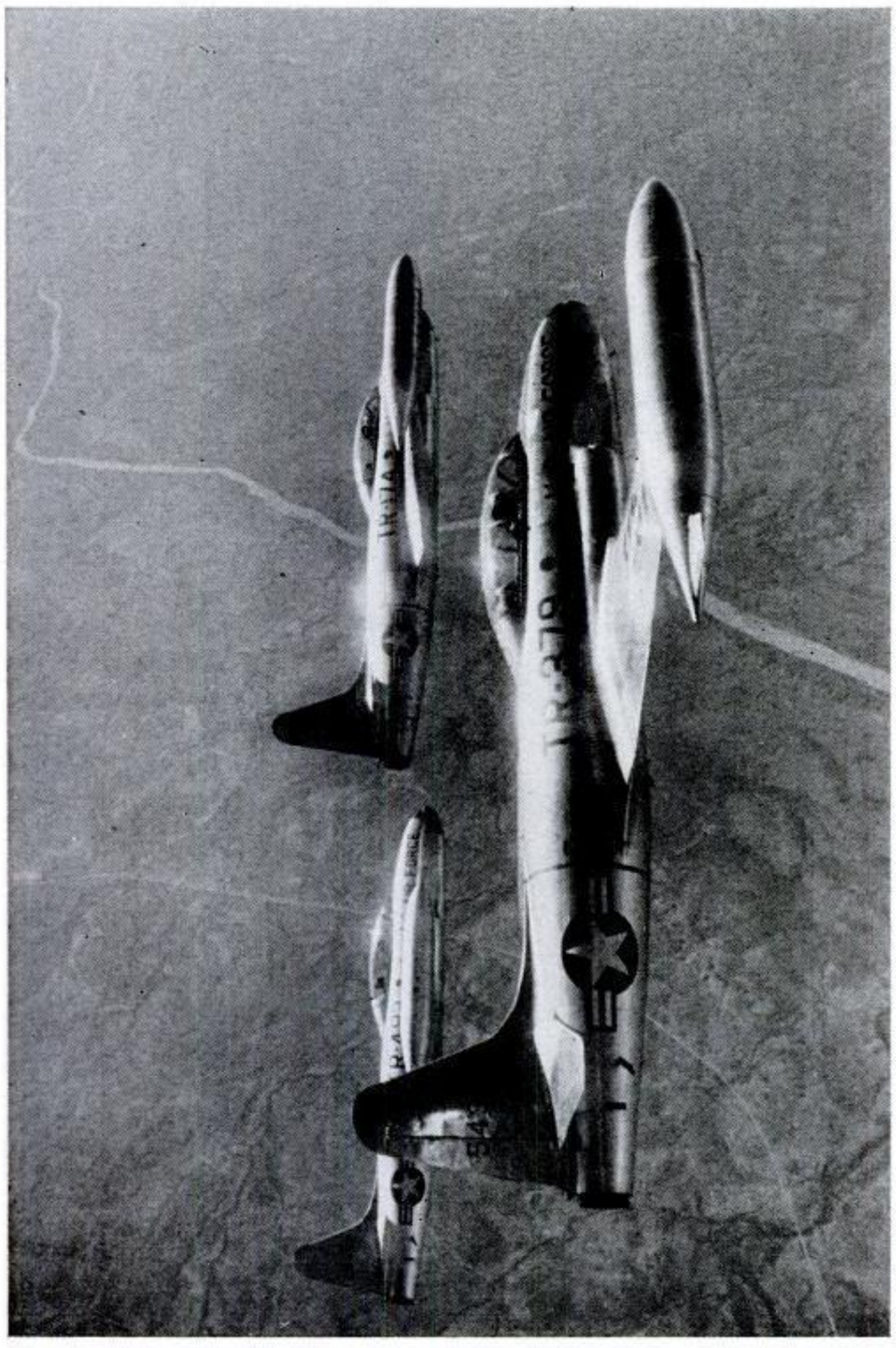
GET THE RIGHT KIND OF LIFT—DRINK BRISK LIPTON TEA!

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"In the air in a T-33, you begin to think maybe you've asked for more than the traffic will bear. Hot and sticky, you turn oxygen up to full. The formation you are in is so neat and precise it looks like a single large plane. Every turn the leader makes is followed by the other pilots (*above*) as if they had anticipated his every move. You are agog. You remember to close your mouth. And you remember the instructor's warning to grunt, and grunt hard to keep from losing consciousness. Your pilot puts your plane through loops and barrel rolls and lazy 8s to show you how it feels to fly so fast in such strange positions. Once you feel yourself hanging from your parachute straps. And when you go into a steep turn with the other planes (*below*) you are pulling about two G's—exerting twice the pull of gravity to get the big bird into the turn.

You feel heavy in the arms, head and legs. Your feet feel glued to the floor. And your chin is welded to your chest. You must tighten your muscles to make them work—and you are glad you don't have to fly the plane yourself while you feel like that. You wonder how your husband does it. As you whistle into the traffic pattern for a landing your rear end is sort of uncomfortable. But you want to go up again. You feel kindly toward this plane. You trust her."



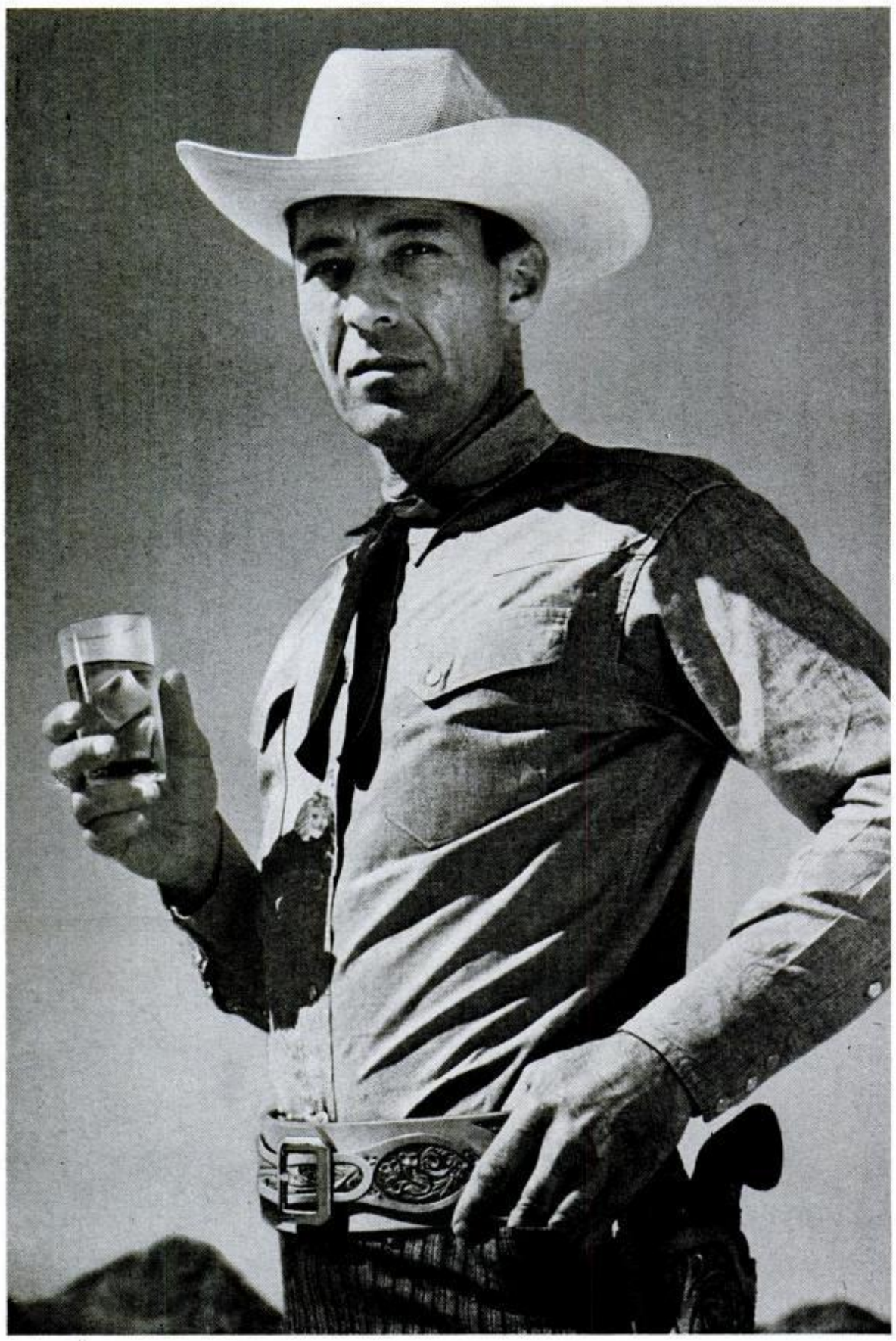
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OBSERVED IN THE BEST CIRCLES

OLD HICKORY

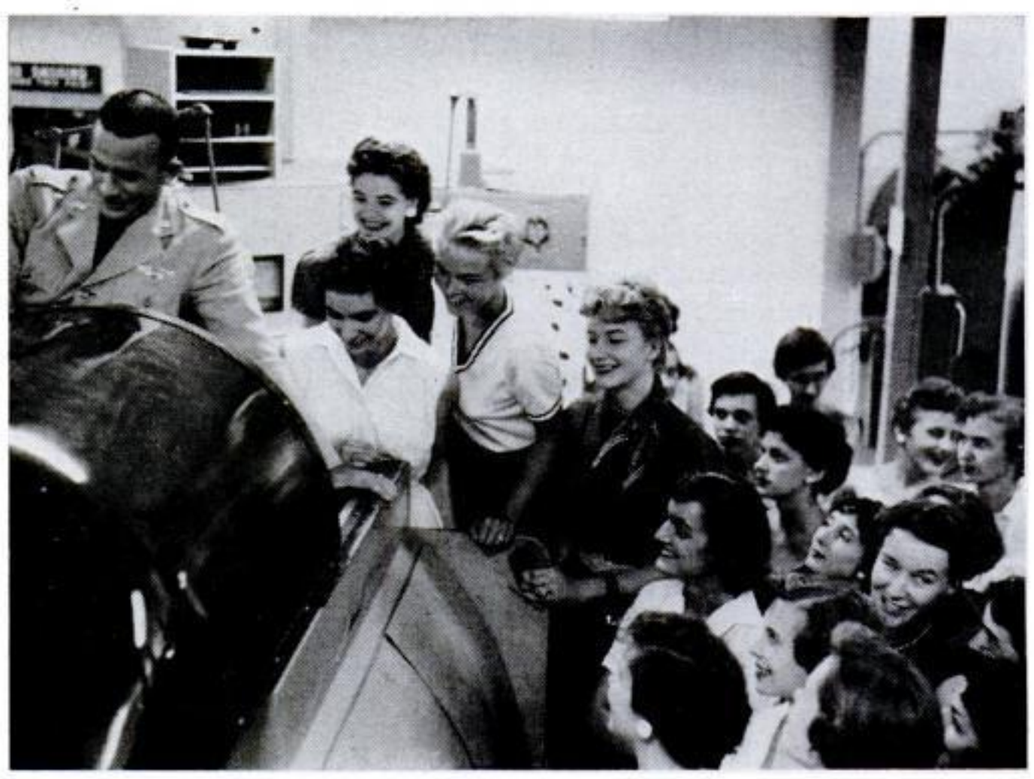
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SIX YEARS OLD

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"Back on the ground I talk to wives of student pilots who have just arrived, and describe some of the maneuvers their husbands will go through. I also remind them of one important thing: their husbands will be under great pressure, and if things at home are allowed to worry them too much they just won't be able to fly as well."



"Some pilots' wives look over a training cockpit their husbands will use to master their job. The relationship between a pilot and his plane is a real partnership. As long as he flies her he must prove his mastery and she exacts all his skill. This helps explain our husbands' attraction for this vamp. She is really a doll."



"With my husband Dick I came home after my last flight to be greeted by our Weimaraners. For years I've been going to parties where the boys talk flying and the girls wonder what it's all about. I wanted to know why Dick loves it so; why, when he is so pooped out every day, he keeps going back to it. Now I think I know."

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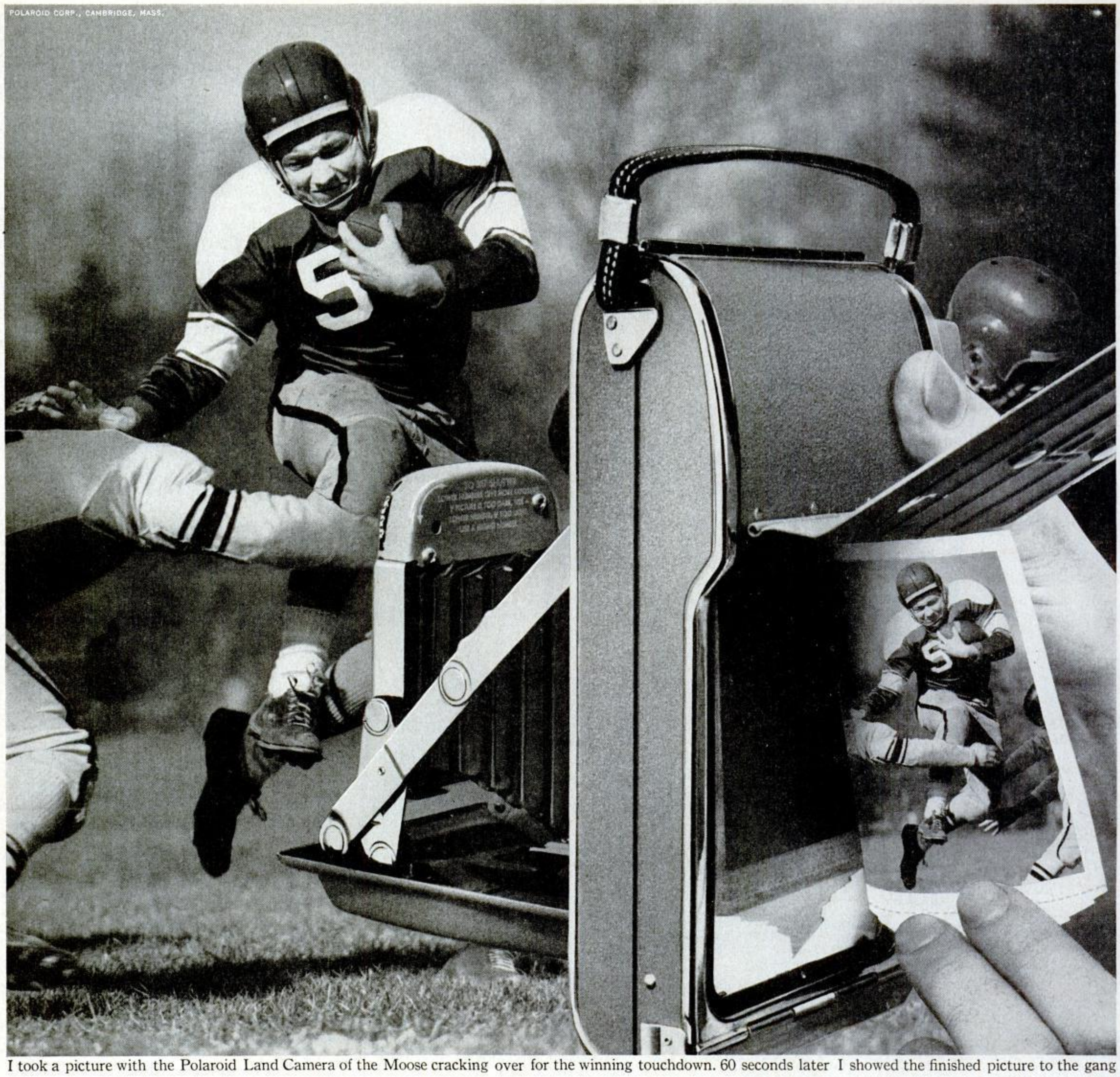


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More than 100 Swift's Premium Table-Ready Meats are made FRESH daily in local Swift Kitchens and rushed to your store.

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Why don't you do this. Tomorrow, on your lunch hour, walk into any camera store. Take a couple of pictures yourself with their demonstration model. Take the pictures home and show them around. Your wife will want to know, "What are you waiting for?"

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PART II

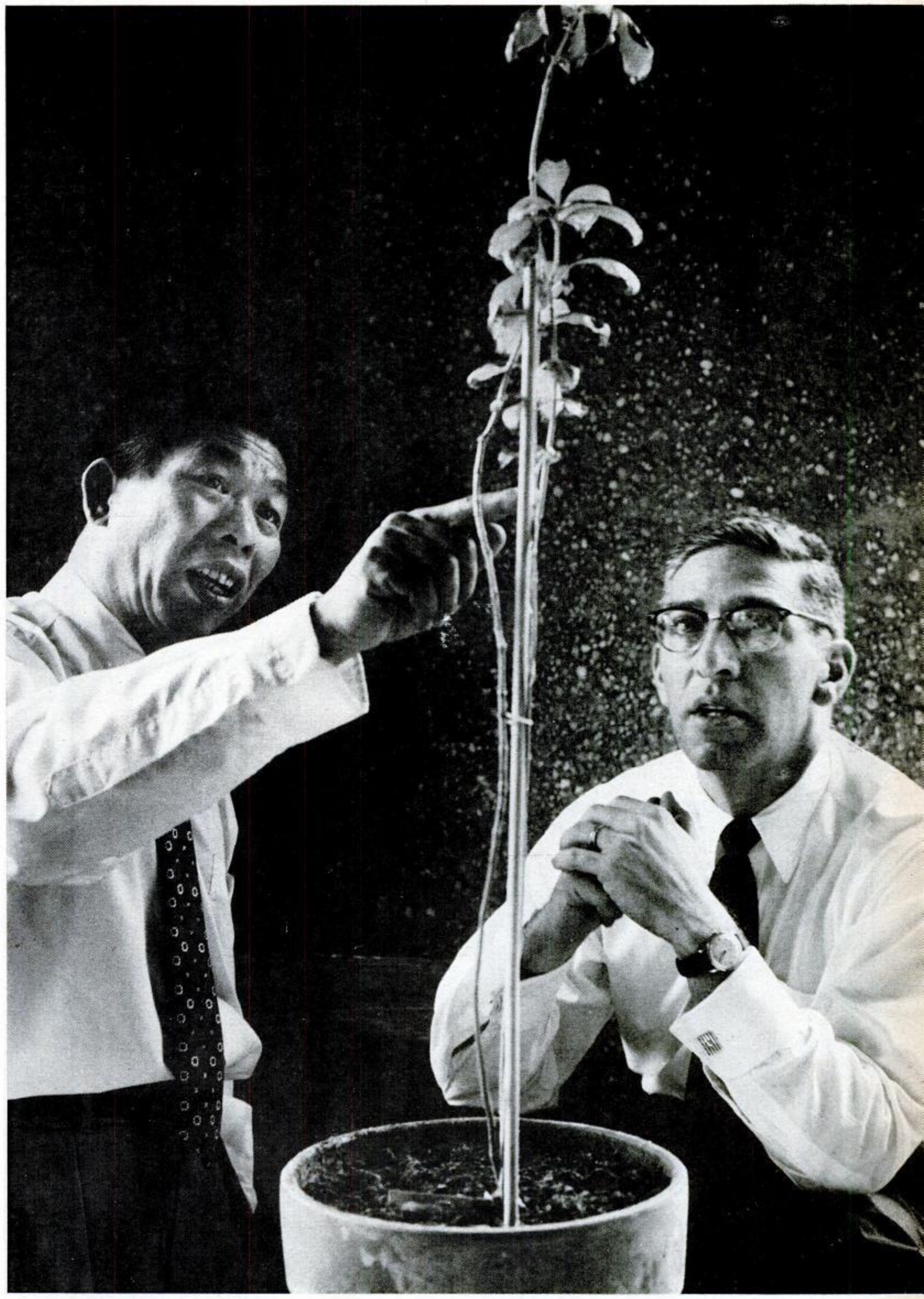
New Avenues Into Sick Minds

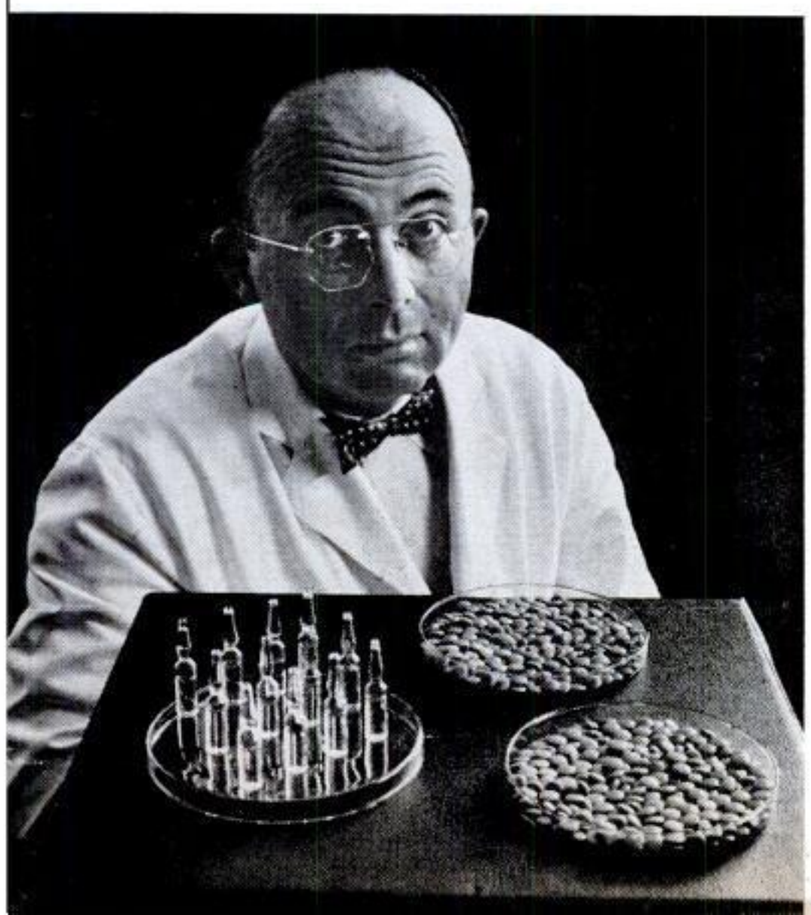
HOW USE OF DRUGS CHANGES APPROACH TO MENTAL ILLNESS

The wonders performed by reserpine and chlorpromazine in healing sick minds, which were documented by two case histories in LIFE last week, have helped revolutionize the treatment and study of mental illness. In mental hospitals the tranquilizers are transforming daily life. In laboratories all over the U.S., scientists are hunting for new drugs which will be effective for sufferers who do not respond to reserpine or chlorpromazine.

But what particularly tantalizes the scientists is the hope that mental sickness, since it sometimes yields to pills, may involve measurable body chemistry as much as it does elusive psychic phenomena (*see article on page 126*). If this should turn out to be true, the prospect would be opened up that mental diseases in the distant future might actually be curable like pneumonia or preventable like polio. In New York, scientists like Dr. Nathan Kline (*right*), who pioneered the use of reserpine in the state's mental hospitals, are now following up the trail of the tranquilizers toward little explored plains of mental disease itself. Much of the $2.5 million New York is spending for mental health research this year—a full third of what is spent by all the rest of the states together—is being devoted to gather the kind of basic facts needed to understand any disease.

Photographed for LIFE
by FRITZ GORO





←**CHLORPROMAZINE,** French synthetic drug, is shown with Manhattan State Hospital's Dr. Herman Denber who first mass-tested the drug in New York.

RESERPINE SOURCE, *Rauwolfia serpentina,* is examined by Rockland State's Dr. Nathan Kline (*right*) and visitor. Reserpine is extracted from root.

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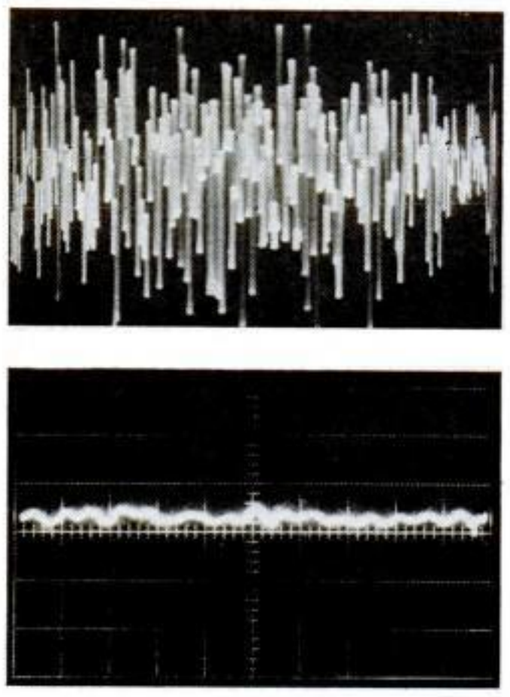


STROLL IN THE SUN is enjoyed by patients at Rockland State Hospital. Doctors find walks help patients orient themselves. They wear hats because chlorpromazine patients are extra-sensitive to sun.

Results seen in look of hospitals

In only two years tranquilizing drugs have brought a flood of brightness and freedom to New York's mental hospitals. Once the wards for the most disturbed patients were almost bare and echoed to the shouts of the tormented. Today because the drugs have made patients tractable, these same wards have become quiet places, plainly but pleasantly furnished. Once too lost in their inner world to notice things around them, patients now like nothing better than relaxing outdoors. And now even the most seriously disturbed patients flock to hospital-planned picnics, athletic meets (*right*) and concerts.

These changes have thrown an extra burden on nursing staffs. In many U.S. hospitals care of disturbed patients formerly amounted to little more than watching and feeding them. Today there are vast numbers of improved patients, all needing intelligent attention and helpful understanding. Since there is only one psychiatrist for every 311 patients in U.S. hospitals generally, the daily relationship with nurses and attendants becomes for many patients the greatest part of psychiatric therapy they receive.



NOISE LEVELS in disturbed ward before (*top*), after (*below*) drugs is shown in recordings. Bands show ward was 220 times noisier before drugs.

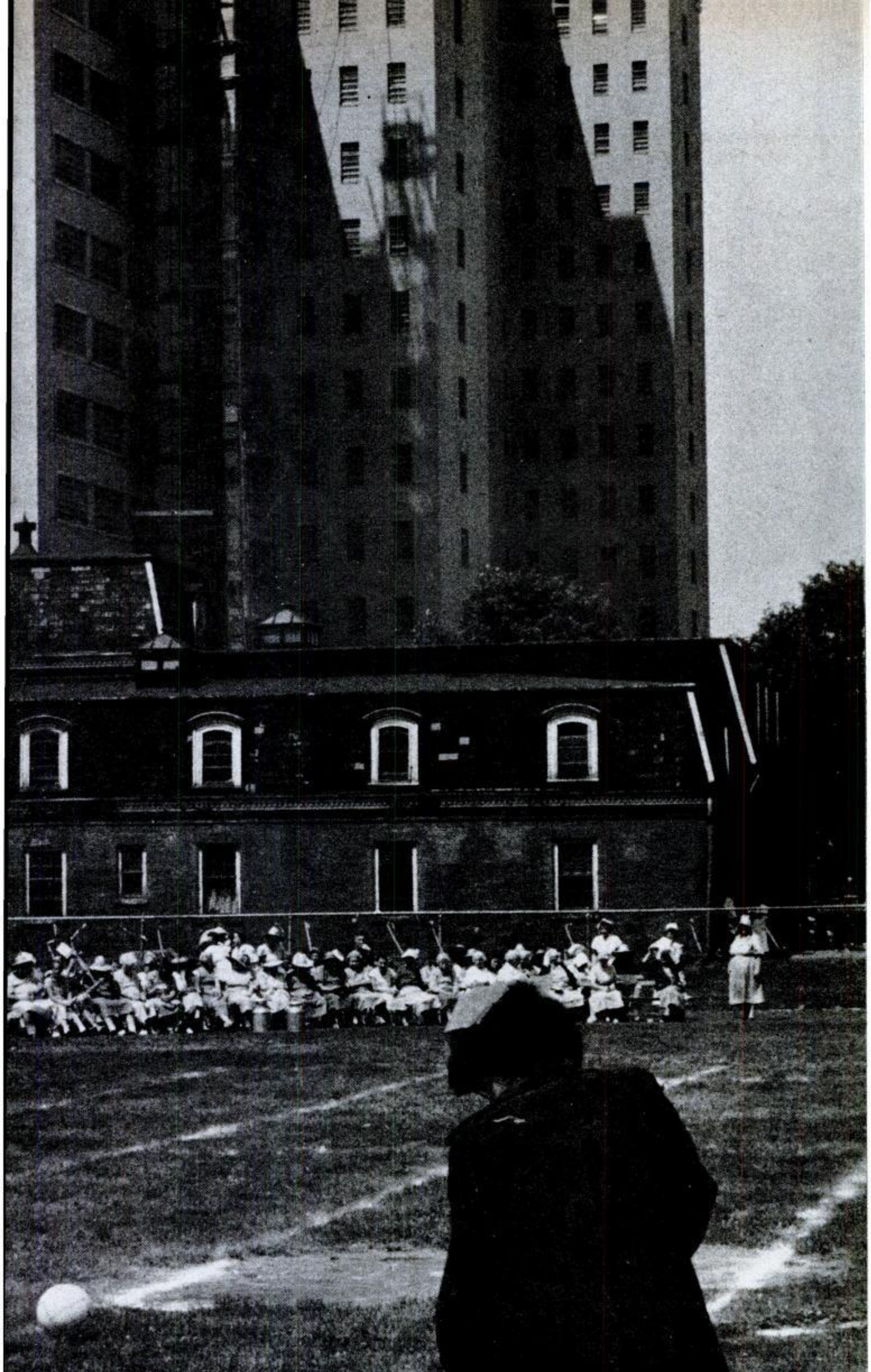


QUIET WARD for disturbed women patients in Manhattan State Hospital is dayroom with curtains and TV set. Patients have enough interest in their surroundings to read papers and play ping-pong.



BROOM-BALL RACE is enthusiastically run by patients on grounds of Manhattan State Hospital

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on Ward's Island in the East River. Before drugs were introduced only a few of the most progressed patients participated in field day events. Now much larger percentage of hospital's 3,000 patients do.



SWING IN SHADE is enjoyed by a seriously sick mental patient at Manhattan State Hospital.



OCCUPATIONAL THERAPY is held in room once used for hydrotherapy, now nearly obsolete.



PRIZE FOR PROWESS in meet is presented by Dr. John Travis, Director of Manhattan State.

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RADIATION COUNTER MEASURES THYROID ACTIVITY OF NORMAL SUBJECT AT ROCKLAND STATE HOSPITAL FOR COMPARISON WITH THAT OF MENTALLY ILL.

A search for subtle differences in the bodies of the well and ill

An all-out attack on mental illness is being tried out at Manhattan State Hospital. There a picked staff of psychiatrists and therapists is concentrating massive blasts of medical treatment on a small group of patients to see whether intensive therapy can push release rates even higher. The patients receive every type of

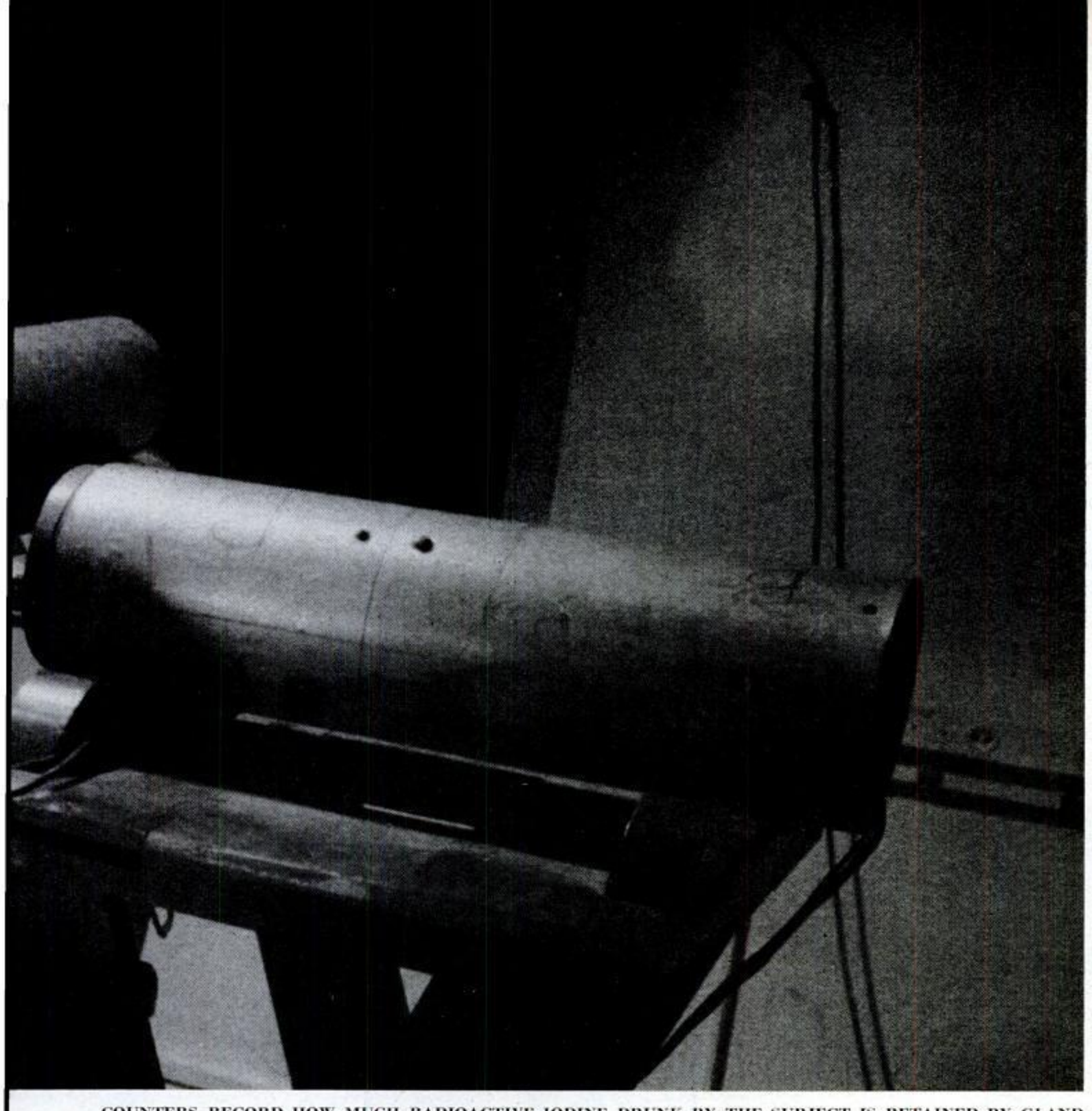


TILTING TABLE is used to test subtle changes in the heart, skin and muscles of a normal subject tilted to 45° angle. Later the same tests will be performed on mentally ill patients for comparison.



LANDSCAPE MURAL, painted by woman patient at Manhattan State, is part of intense effort

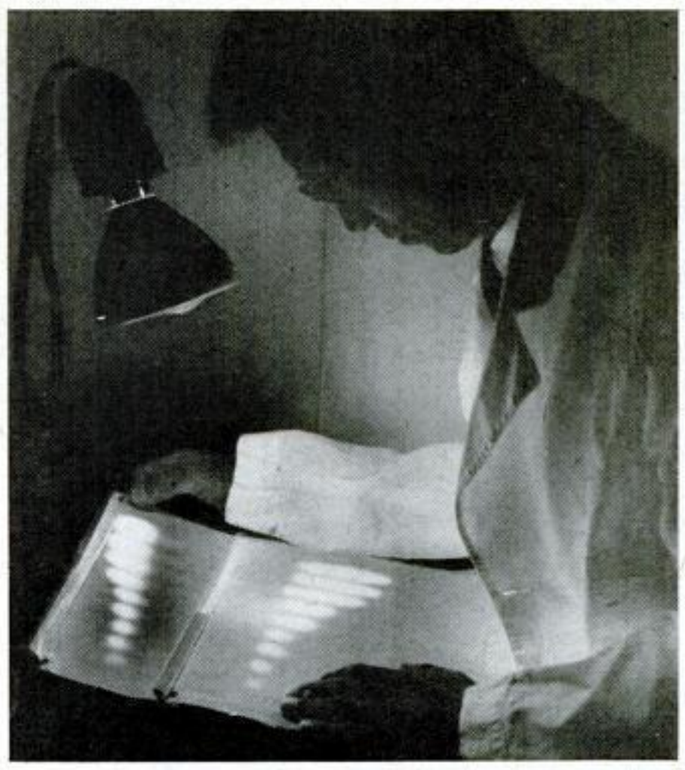
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COUNTERS RECORD HOW MUCH RADIOACTIVE IODINE DRUNK BY THE SUBJECT IS RETAINED BY GLAND



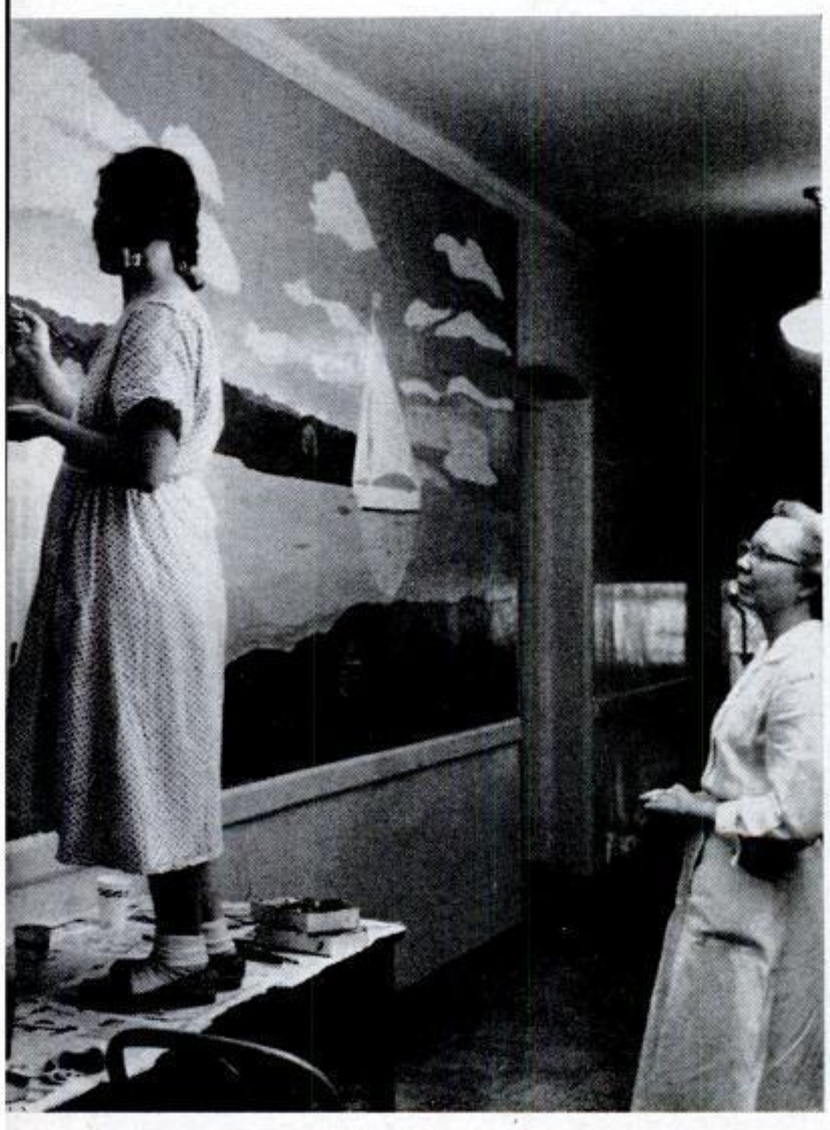
BRAIN FAT of animals is separated to help New York Psychiatric Institute's Dr. Herbert Meltzer find lipids, substances important for brain function.



SUSPECT CHEMICALS in patients' urine are separated as blots on paper. Under ultraviolet light blots show approximate composition, concentration.

treatment: insulin, electric shock, tranquilizers, barbiturates and occasionally even new drugs. Between doses, as part of the treatment, they are kept busy at creative tasks like making the purposefully gay wards gayer still with gaudy murals.

At Rockland State Hospital scientists are trying to find in what ways a mentally sick person is different from a normal one. Even such subtle things as the twitch of a muscle (*below, left*) and the chemical composition of the blood are being studied. Meanwhile tests probe the surprising psychological differences (*next page*) between the mentally well and ill.



to get patients to express themselves. She had never painted murals, found this gave her confidence.



DANCE THERAPY is conducted by a volunteer (*right*) at Manhattan State to rhythms of percussion instruments played by patients (*left*) to teach mentally ill that feelings can be expressed in movement.

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OPTICAL PARADOX, which deceives normal people but not the mentally ill, is studied at Rockland. Subject sitting in darkened room is told to watch a dot of light and draw a record of its movement on paper. Dot is actually stationary. But to most normal people it seems to move around, describing a wandering, irregular track (*above*). But schizophrenics, shown the dot, draw a dot—or at most a very tight pattern—in this case seeing things closer to what they really are.

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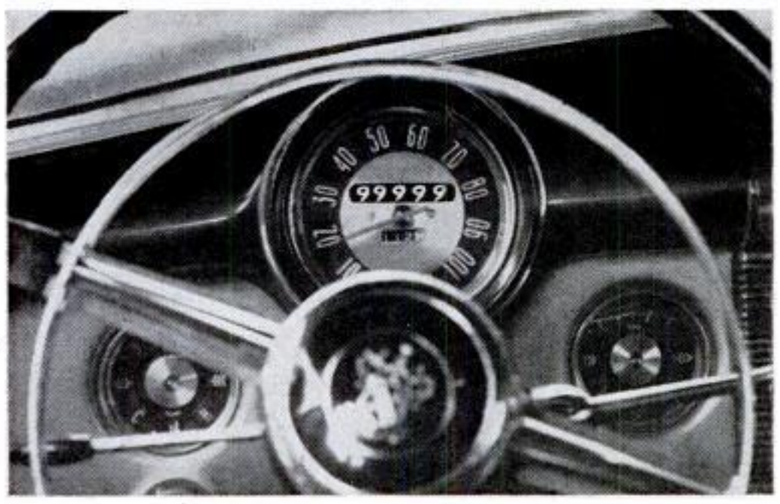


NO SIGN OF WEAR REPORTED IN COLD ENGINE BURIED UNDER ICE-CUBES OR IN HOT ENGINE HEATED BEYOND DESERT TEMPERATURES WITH INFRA-RED LAMPS!

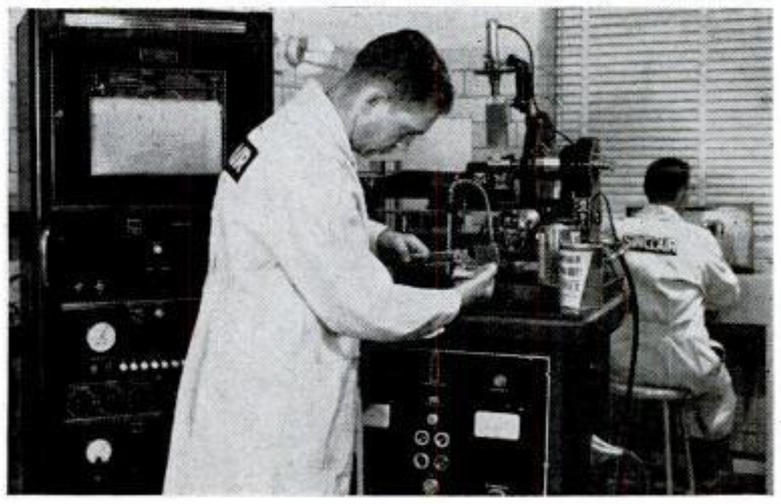
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STUDYING A SCHIZOPHRENIC at Manhattan State, nurse flashes light into the eyes of a patient tranquilized by drug. The effect of light stimulating the brain is measured by electroencephalograph connected to scalp. Thus doctors hope to discover effect of drug on brain of a schizophrenic under treatment.

THE SEARCH HAS ONLY STARTED

In next 10 years doctors may learn as much about mind as in past 2,000

by ERIC HODGINS

THE medical and psychiatric world stands today on the verge of something, but it doesn't quite know what. It is amazed and delighted at the way the new tranquilizing and relaxing drugs can abolish or ease off the symptoms of many severe emotional illnesses, and thus restore hope—in patients and doctors alike—that these illnesses *can* have a happy outcome. It is alarmed at the tonnages of these drugs prescribed and consumed by doctors and patients who may not know too well what they are doing. It is excited by the prospect of new medicines that might at last lift the curse of mental disorder from the minds and brains of some of the most seriously deranged. But in his present use of some of the tranquilizers the physician-psychiatrist is like the householder who has fixed his television set by kicking it: when his family congratulates him, his smile may be knowing but his conscience is not clear, for he does not know how, why or where he set things right. The mystifying connections between mind and brain that have had philosophers at each other's jugulars for 2,000 years is made no clearer—so far—by the dramatic success of the new drugs.

Physicians know pretty well what the liver does; their understanding of what the brain does is still very dim, for it is not a consistent or homogeneous organ, as the liver is. "We all agree," says the gifted Dr. Ralph W. Gerard, professor of neurophysiology at the Mental Health Research Institute of the University of Michigan, "that brain and mind are related; that contrary to Alice's experiences in Wonderland the grin cannot remain after the [Cheshire] cat is gone." But that is almost as far as the agreement goes. Thus, in viewing the personalities whose minds have gone out of whack through the ages, the men of the healing professions have swung grandly from one extreme to the other. At one, they have held the notion that every quirk and quiddity must be caused by some physiological mis-, mal- or nonfunctioning of some organ of the body; at the other, they have firmly held that all mental and emotional disorders result from some mischance in the person's early environment: being badly weaned, or having an older brother who gets all the mother's love.

Regardless of the therapeutic approach in fashion, the art of medicine has had a long record of trial, error, disappointment and defeat in trying to cope with peculiarities of behavior that set one man too far apart from his fellows for the comfort of either. The healers of the mind have never been able to get their diseases straightened out; a monumental vagueness afflicts their whole field. Today's psychiatric usage (very different from yesterday's, and hopefully to be superseded tomorrow) makes a grand division between the psychoses and the psychoneuroses. The former imply delusions, hallucinations and extremes of mood and behavior that would strike the most complacent as evidently odd. The latter are less serious disturbances of mood, thought and behavior. Yet even doctors sometimes have difficulty distinguishing between the two.

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SHOCK THERAPY, still used on patients who do not respond to tranquilizers, is applied at Manhattan State. Electrodes are attached to temples of patient and electric charge sent through brain for about 3/10 second.

SEARCH ONLY STARTED CONTINUED

Among the psychoses one in particular stands out: the state called schizophrenia, which means not so much a split personality as a shattered one, in which the individual lives in some private hell, perhaps completely out of touch with reality. But there is no conviction today among psychiatrists that schizophrenia—which is the label pinned on 50%, or 350,000 of America's hospitalized mentally ill—is really a disease entity at all. Dr. Nathan Kline of Rockland State Hospital, N.Y. cites the story Victor Borge tells of an uncle who, after 20 years of research, emerged from his laboratory with the cure for a disease that didn't exist. Dr. Kline suggests that this may not be so funny: that it may be what numbers of his psychiatric brethren are trying to do with schizophrenia. "We are," he adds, "understandably reluctant to abandon even unsatisfactory models until better ones are found, for error is to be preferred to chaos." Thus psychiatry is in much the same stage today that medicine languished in when "fever" was a disease, and such distinctions as "pneumonia," "typhoid" or "malaria" had yet to be made in any precise or systematic way. The rise of bacteriology changed all that, slowly, because it accounted for a specific villain in a specific case. Psychiatry is not yet nearly that far along on its own rocky road.

This being so, psychiatry has been largely forced through the years to proceed on a try-anything-once basis. Psychoanalysis and other forms of psychotherapy work beautifully on some forms of illness in some patients, poorly or not at all on some others. Twenty-odd years ago new shock treatments made their appearance—"electroconvulsive therapy," "insulin subcoma," and the like—which are now, except for the most severely depressed, beginning to pass out of fashion. In the words of some practitioners, these procedures "shook up the dice" of personality and sometimes a more favorable combination of feelings and behaviors turned up in severely disturbed patients. But no one made much pretense of knowing why such assaults worked, when they did.

The surgeon steps in

As soon as anesthetics and asepsis made major surgery an everyday possibility the modern surgeon began to take over. His panacea was to remove things from the body in the hope that this might relieve the mind. One of the earliest candidates for extirpation was the colon, in large part removed on the theory that "autointoxication" was responsible for emotional suffering or various forms of madness. The ovaries and the womb have been targets for similar surgery, although there may have been nothing wrong with them as organs. And various glands, whether shared by the sexes or differentiating them, have from time to time been identified and attacked as culprits in psychic disorder.

Only recently did "psychosurgeons" move to the brain itself. Operators would go inside the skulls of patients suffering from severe emotional illness and stir about near the frontal lobes with a spoonlike instrument to separate nerve fibers that were thought to communicate too much to the centers of feeling of those who were mentally ill. Few operations ever came into vogue so fast or

CONTINUED

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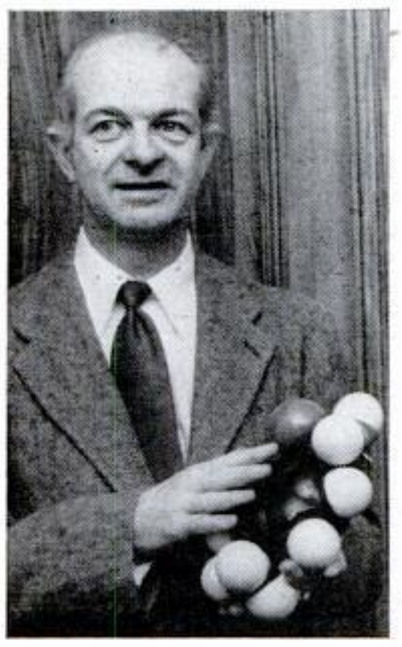
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waned in popularity so rapidly. Now, only 20 years after those first frontal lobotomies were performed, the operation is more and more being cast aside, except for the relief of intractable *physical* pain. In general the cures of psychosurgery could be just as bad as the illness, or worse.

It was Dr. Gerard who last year put the growing convictions of a number of psychiatric researchers into one splendid sentence: "When experience leaves an enduring trace it must be some sort of material imprint; and, so to speak, there can be no twisted thought without a twisted molecule." This sentence at present is serving as the battle cry of those who, without minimizing the importance of experience, heredity or pressures of environment on an individual, are hoping to find some specific clues in the chemistry of the body as to why some human beings break down or become excessively eccentric under the same stresses that do not cause collapse in others. If a twisted molecule should turn out to account for a twisted thought, the human race might indeed get a new lease on life—and at the very time when the old lease gives some alarming evidences of running out.



CHEMIST Pauling will try to relate mental ailments to molecular changes in body.

Last spring Dr. Linus Pauling, not a medical man but a Nobel laureate in chemistry (1954), made the statement that he hoped to spend most of the rest of his life in a search for the chemical causes—and thereby, by inference, chemical cures—of some kinds of mental illness. This is an important project. An individual's intake of food, air and water affect not only his levels of physical energy but his feelings and behavior. The varying effects of such complicated molecules as those in vitamins, hormones or narcotics, or of the very simple molecule of ethyl alcohol, are matters of the commonest knowledge. Yet the systematic study of the effects of certain molecules on the brain and nervous system has been slow to develop—slower, indeed, in the technology-loving United States than in some foreign countries. But the Ford Foundation has now promised Dr. Pauling $450,000 to help fulfill his vow. Dr. Pauling has been a pioneer in something that now goes by the name of "molecular medicine." His strong belief is that chemistry's knowledge of molecular structures has now developed to the point where it can be successfully applied to some of medicine's toughest problems, thereby slowly altering medicine's essentially empirical cut-and-try base of today into something that might eventually become a real science. The job molecular medicine sets for itself is 1) to isolate the abnormal molecule in the patient's body that is causing his trouble, 2) determine its structure, 3) find a drug that will convert it to normal structure.

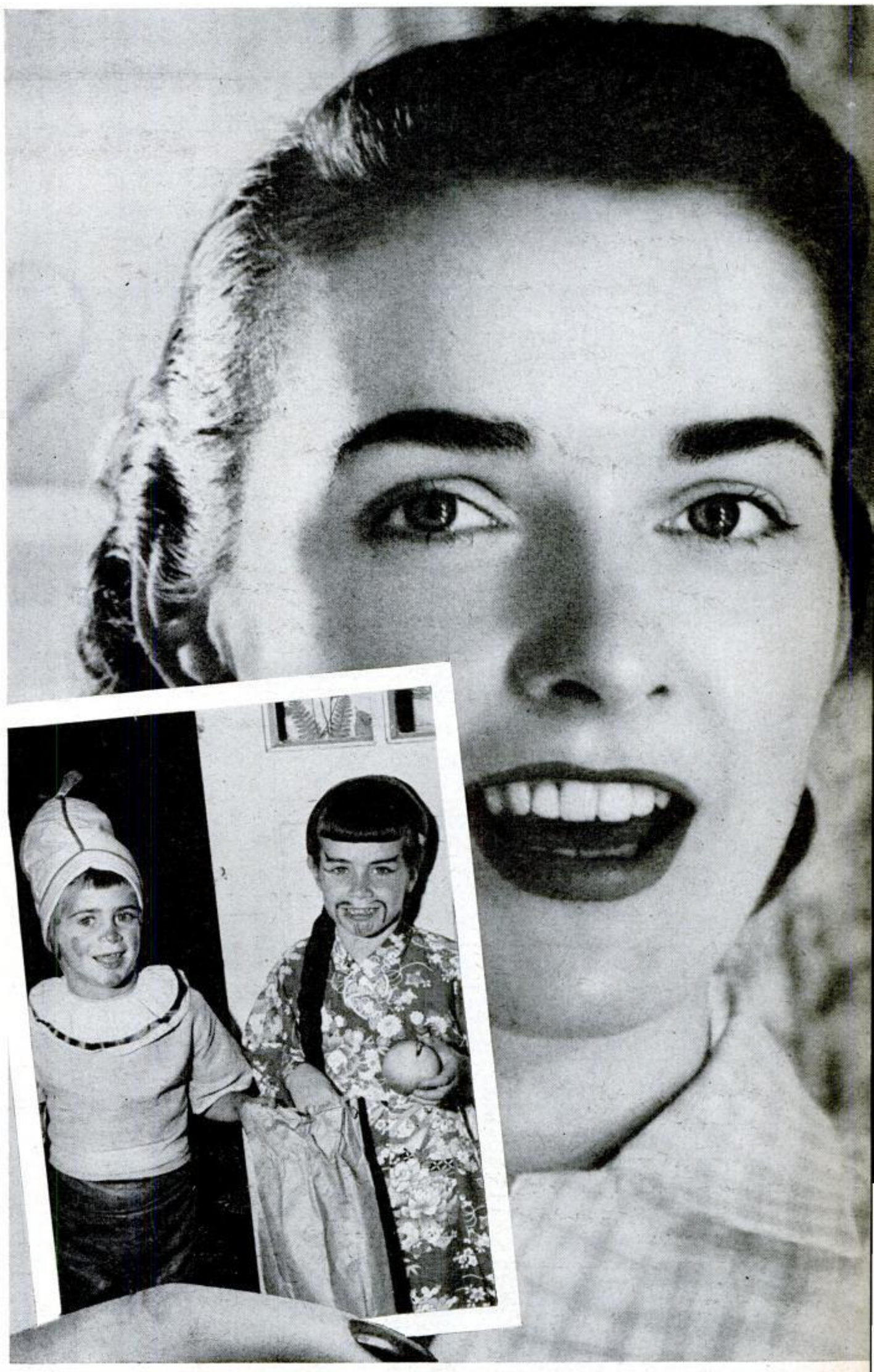
Man-made madness

DRS. GERARD AND PAULING may be closer than we think. It is now possible to synthesize madness. In an experiment this year Tulane University's Dr. Robert Heath injected into two "mentally normal" individuals (not quite normal enough, however, to avoid the state penitentiary from which they volunteered for these experiments) "a certain chemical compound" isolated from the blood of psychotics. (Dr. Heath would not identify the compound except to agree that it might be an enzyme.) Both volunteers promptly developed symptoms of schizophrenia that lasted about two hours. Dr. Heath's experiment has not been fully accepted by many of his colleagues but it helps argue that the linkage of twisted thought with twisted molecule is more than a handsome phrase.

Thirteen years earlier and some 5,000 miles away, the Swiss researcher Albert Hofmann achieved a similar result by somewhat different means. Busy with a chemical problem, Hofmann found himself handling a drug with a twisted molecule indeed: d-lysergic acid diethylamide, now known for short as LSD. Unwitting contact with LSD threw Albert Hofmann first into a pleasant drunkenness, then into an insane confusion. Since that accidental discovery of its appalling power several hundred volunteers have subjected themselves to the brief but terrifying journey to which a few millionths of a gram of LSD is the passport: a journey of almost uncommunicable fears, confusions, scrambled perceptions and—usually—hallucinations.

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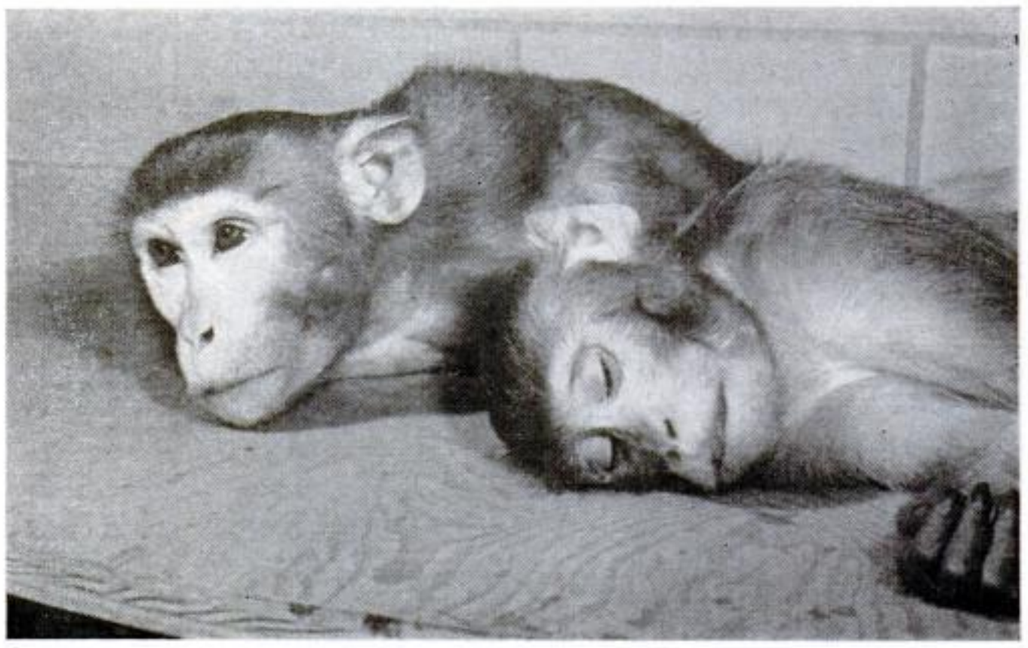


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CONTRAST IN EFFECT of drugs is shown in experiment with monkeys. Tranquilizer quiets animal at left, barbiturate puts its companion to sleep.

SEARCH ONLY STARTED CONTINUED

The slowly rising hope behind such grim experiments, of course, is that if one drug can produce symptoms like schizophrenia in normal persons, perhaps another drug might banish similar symptoms in individuals who have somehow acquired them. Such a drug still remains to be found. The tranquilizers come closest to it at present, but not yet close enough.

What is missing in all the many experiments that involve brain, mind and drugs is any satisfactory explanation of how, or even where, the drugs do what they do. In the days when phrenologists undertook to map the brain the only equipment needed was a free-flowing imagination. The task is more rigorous now that science has taken over, and proceeds by minute observation aided by skills and electronic tools never available before World War II. In this mapping, the rhesus monkey is a research subject of high value. He is a hostile animal, of instinctive aggression and a deep and well-founded suspicion of man and his motives. But in his native state he is a gregarious animal who roams with his pack and abides by a rigid social order that is well known to the zoologist. And he can be taught. So it is possible, with infinite pains, to study the rhesus monkey's learning ability and his emotional behavior as well. How soon can the monkey learn under which of three coconut shells there lies a peanut? Once this is established, what sort of interference will—or won't—disturb his recollection?

Mapping the brain

IT is now possible, painlessly, to insert electrode wires as fine as hairs through tiny drill holes in the skull of a rhesus monkey and temporarily stimulate first this, then that, area of his brain by passing a minute electric current into a specific area. Slowly, by such means, the rhesus monkey's entire brain is being mapped and a complete blueprint relating areas to functions is gradually becoming clear.

This, among other things, helps make it possible to reason by analogy what areas of the human brain have to do with what functions, perceptions and other qualities. Some cautious experimentation with the electrostimulation of humans is now taking place—a vastly different thing from the spine-cracking assaults of electroconvulsive therapy. It confirms some of the animal experimentation by which, in the opinion of doctors at work on the project, more has been learned about the brain in relation to behavior in the last decade than in all past epochs of medical history.

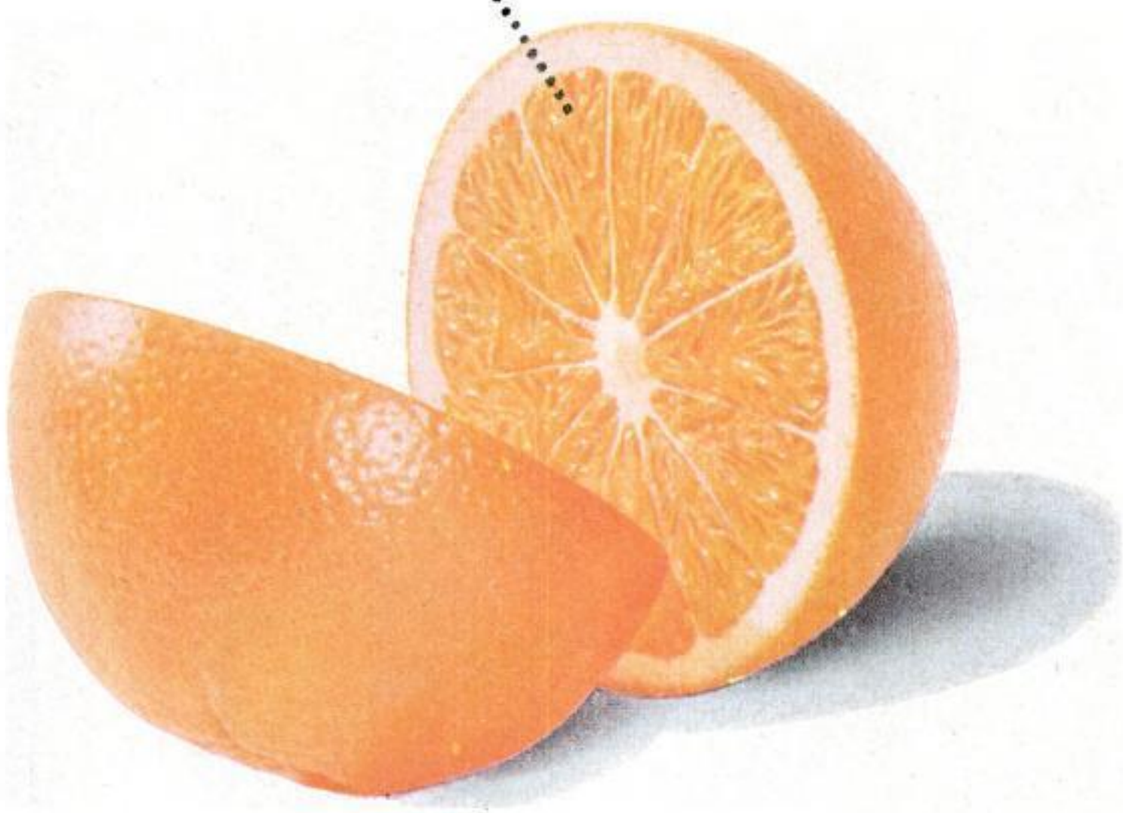
And electrostimulation is being supplemented by the implantation of chemicals, including sex hormones, inside the skull. Researchers have constructed a unique lead-and-copper-shielded neurosurgery suite in which they will place patients to explore the deep recesses of their brains with new electronic measuring instruments. They are comparing hundreds of tissue fragments from the brains of psychotic and normal persons, in the hunt for significant differences. They are testing the blood and urine of thousands of mental patients to find chemical differences (and they are finding some, of significance not yet clear). They are even studying pairs of twins in the search for hereditary wellsprings of the psychoses; if one identical twin has had a psychotic breakdown, the chances are extremely high that the other will have a similar collapse even if separately reared.

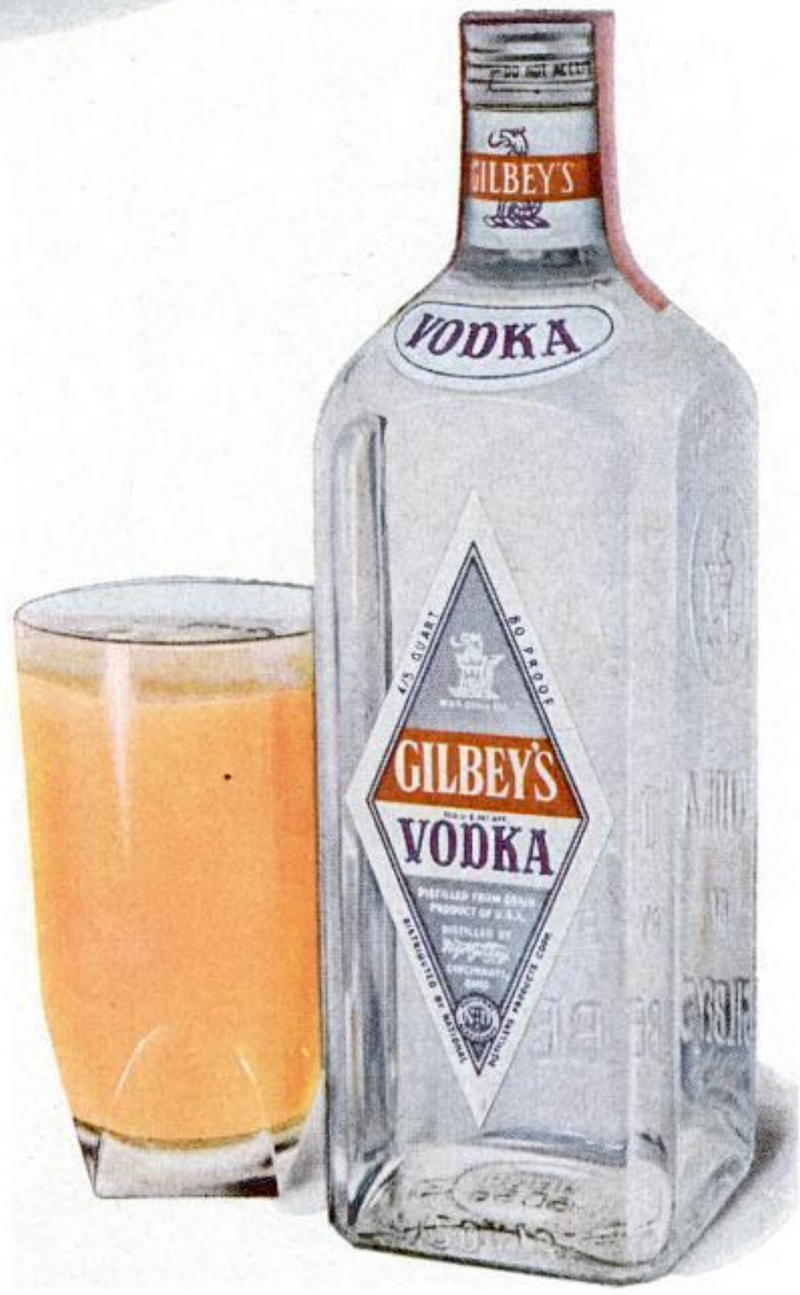
In the forefront of this research are the tranquilizing drugs.

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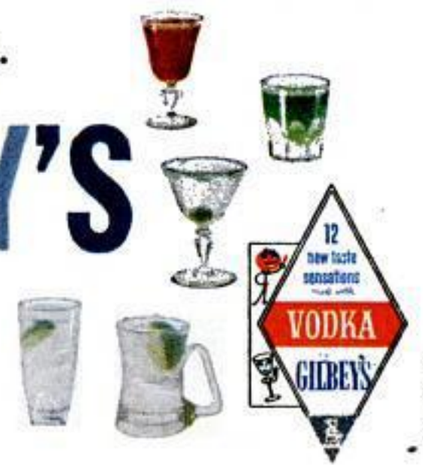




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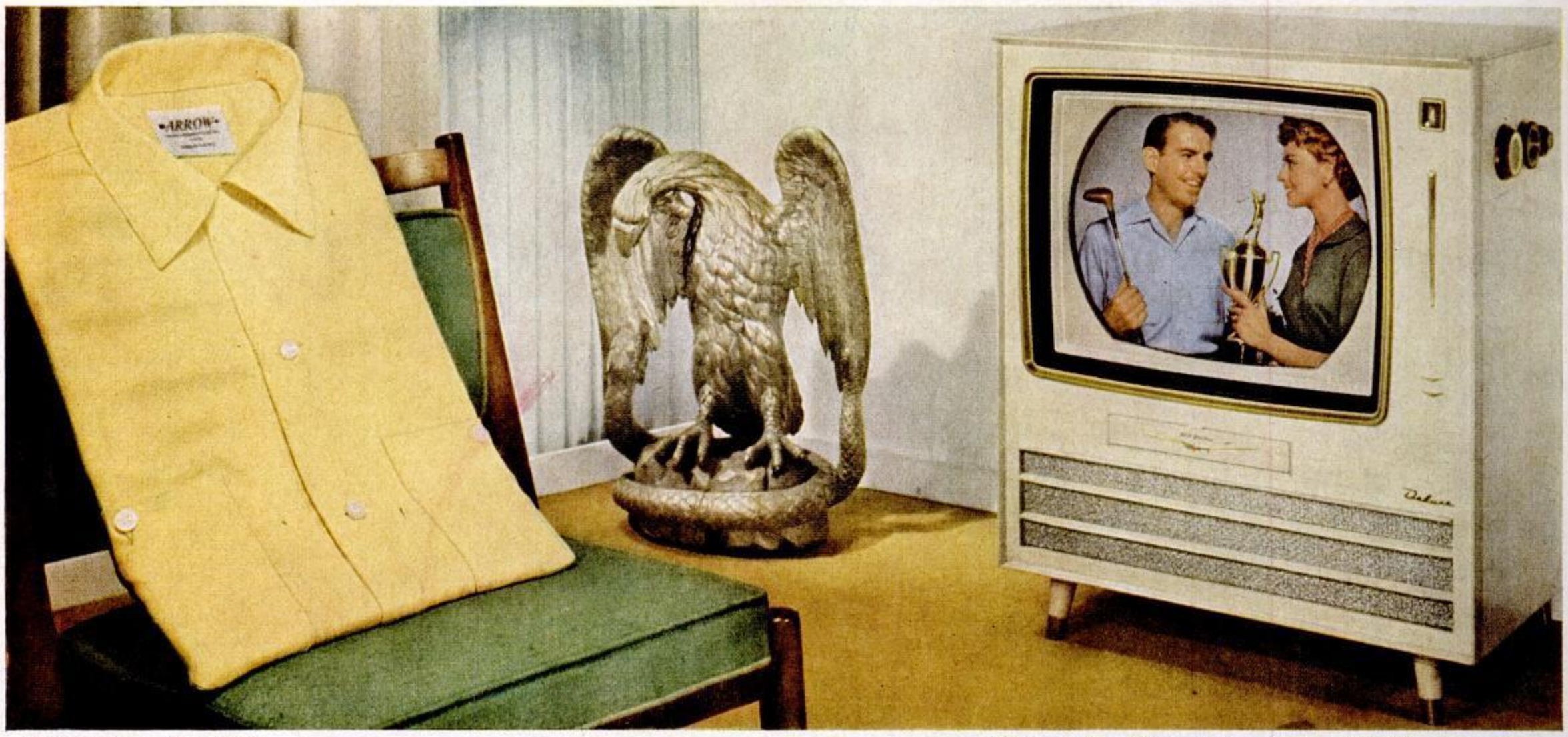


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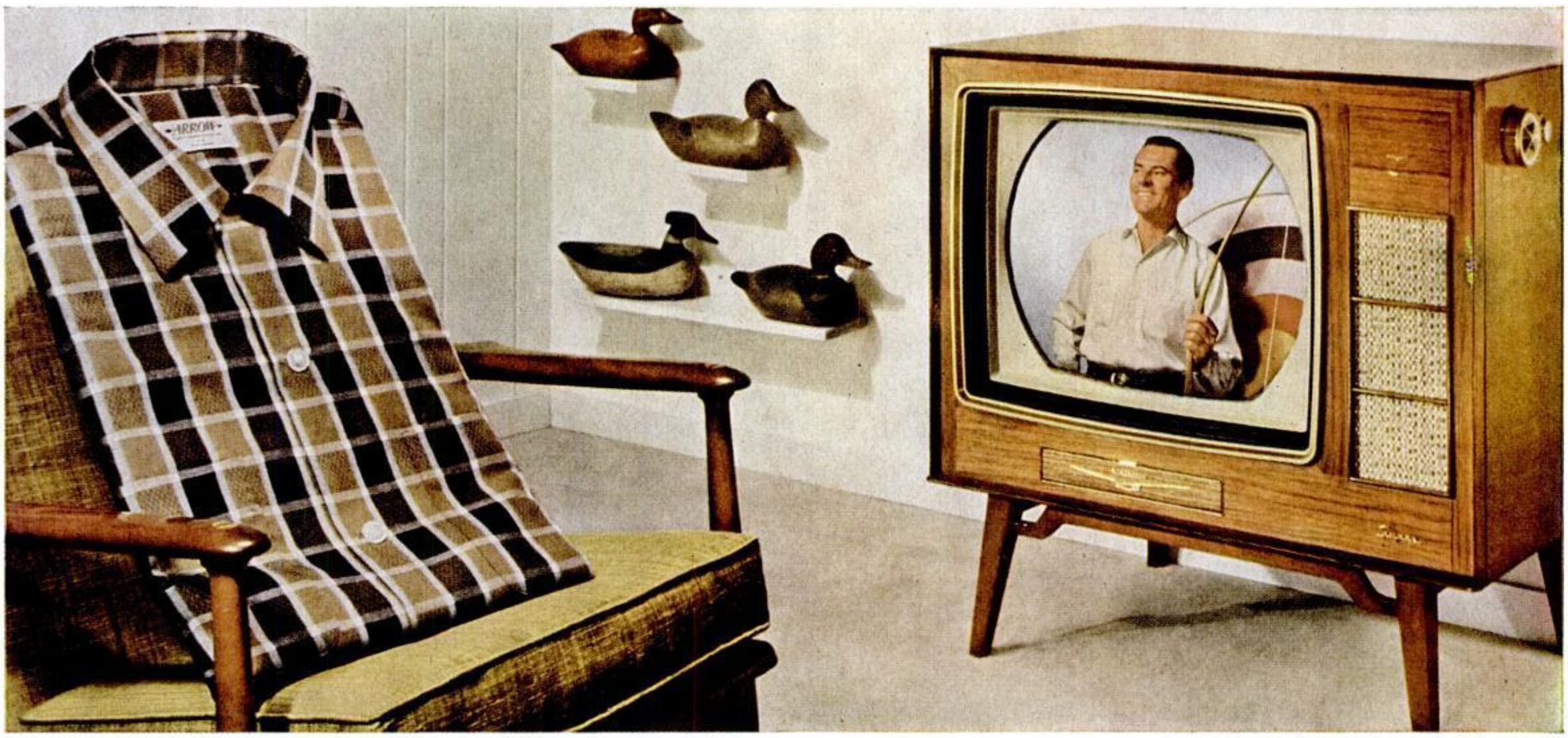
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Peachy Pudding. Cool instant coconut pudding. Top with Libby's Peach Halves, pudding, coconut, strawberry.



Fruit Cocktail Roll. Frost jelly roll with sweetened whipped cream and Libby's Fruit Cocktail, chilled and drained.





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PILL FAD is satirized by Cartoonist Charles Addams' comment on current state of affairs that many doctors take very seriously—the public's growing tendency to regard various new "peace of mind" drugs as universal panaceas.

SEARCH ONLY STARTED CONTINUED

Last month a huge "revaluation" program was set in motion by the National Institute of Mental Health, the National Research Council and the American Psychiatric Association. Its purpose is to add up, soberly, the good and the bad found in experiences with the tranquilizers during these last two rushing years. Reserpine has now been made in radioactive form, opening the way to the experiment everyone has been waiting for: to find out the paths this tranquilizer takes through the body. All the tranquilizers and relaxants are being carefully compared to other, hoarier means of calming down the raging personality or lifting up those who remain inordinately depressed.

The great virtue of the tranquilizers can be put simply: they bring calm without marked drowsiness. They are quite different from alcohol, which can make a man feel witty, incisive and irresistible to women at precisely the moment when, to a sober observer, he has become a blithering ass. They are unlike the opiates which, in the beginning, create a private beauty that the susceptible come to prefer to reality. They do not act like sleeping pills or potions, which ease the load of suffering by making their user temporarily unconscious. The use of tranquilizing drugs, in proper dosages, merely tends to make a person feel more "normal"—that is, the way he wishes he could feel when he doesn't. Physicians and other experimenters who do not need these drugs but who have tried them to report their effects have nothing startling to reveal so far. They are apt to feel, perhaps, a greater tendency to quiet than is usual for them, and some have reported that *larger* efforts, or *larger* thoughts seem to escape them; somewhere, a drive to cut through the tougher difficulties of a situation has been reduced. Their effects on poets, philosophers and, in general, those who struggle hard to accomplish something better than average are probably destined to be as various as the varieties of persons who take them. They do not produce a glow; they do not create euphoria —a word the psychiatrist uses to describe a state of wellbeing with the inference that it is perhaps greater than justified by the "reality situation." Some psychiatrists see in them a hint of nirvana— "the extinction of all desires and passions and attainment of perfect beatitude." But so far it is only a small hint.

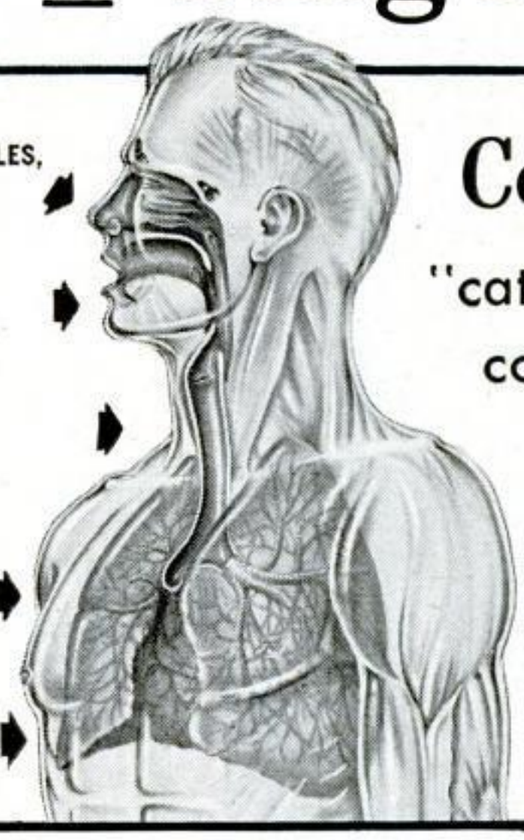
Milk from tranquilized cows

MEANWHILE the tranquilizing drugs are not only being produced by the ton for psychotic and psychoneurotic human beings; they are being thrust down the gullets of a wide variety of lesser animals—a practical turn of events that might in the end shed further light on the ways in which they help troubled humans. All over the U.S. veterinaries and animal husbandry specialists are turning to them with an aim best expressed in two words: contented cows. Their use sends milk production up, herd for herd. Shy bulls (there are such animals) find their ardor no longer quenched by fears of inadequacy. Animals in transport—whether

CONTINUED

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1 SNEEZING, SNIFFLES, STUFFY NOSE
2 SORE THROAT
3 CONSTANT COUGHING
4 TIGHT CHEST
5 MUSCULAR ACHES



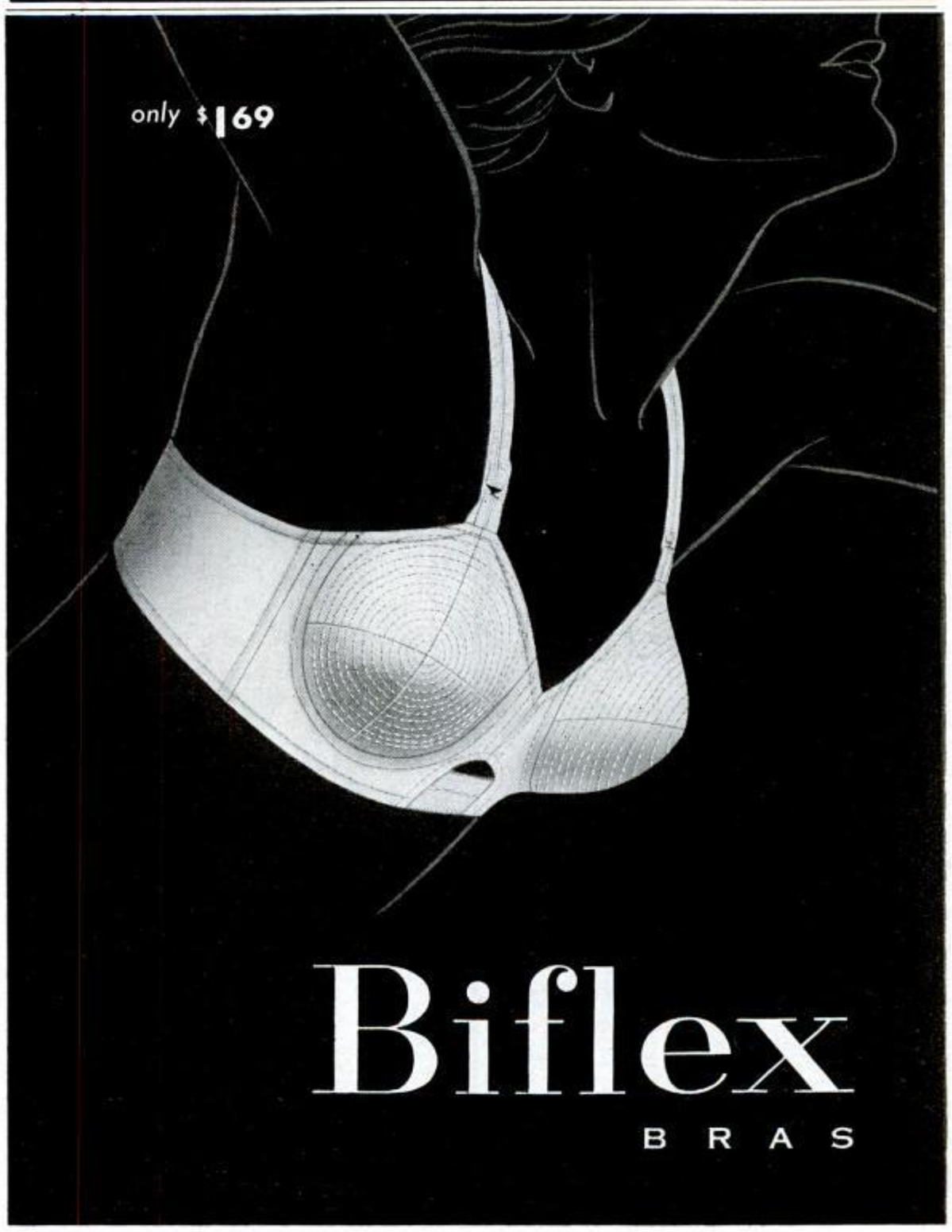
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baby turkeys or corn-fattened hogs—are less restive on their crated or boxcar journeys. The owners of racing stables have experimented with reserpine in the conditioning of thoroughbreds—not at race time but in periods of exercise and training. The jockey clubs of the U.S. have not yet taken a position on this, and whether a horse influenced by tranquilizers might be deemed to be "doped" is still to be determined. The outcome here might rest on whether a horse entered in the Derby romps ahead free of all fears of losing or pauses to admire the daisies at the quarter turn. Reserpine has already created a new tranquillity in poultry; hens fed the drug with their grains will tolerate conditions of overcrowding in the egg house that would otherwise severely cramp their laying styles.

Some doctors insist upon asking themselves and their colleagues about the possible later effects on children of the altered hormone balance reflected in the eggs and the milk now being tranquilly produced by tranquilized livestock. But there is no real information yet to say whether this will be good, bad or indifferent.

The untranquil psychiatrists

WITH new tranquilizers flooding the market and the ward populations in mental hospitals beginning at last to thin out, the nation's psychiatrists are happy—but only up to a point. Some of them have a new concern about how some of the long-term patients recently helped by the tranquilizers can be restored to a society or a family group that may no longer want them. This is going to call, they say, for an enormously greater number of social workers than ever before. One psychiatrist in the vast St. Elizabeth's mental hospital in Washington has described the plight of what he calls the "acutely well" patient—the patient who, thanks to the new drugs, now feels fine, deplores his wasted years of illness, is no longer hopeless or apathetic and is eager to resume an active life in a world where he may find he has no place to go.

Then also, new tranquilizers are coming on the market almost daily in such a confusion of trade names and commercial claims that the doctors and pharmacists working in the field must first scan their morning papers to see who brought out something yesterday before they settle down with their more prosaic scientific literature. Some of these are "relaxants" like meprobamate (Equanil and Miltown, identical substances under different trade names) that act less significantly on the brain than somewhere in the connections of the spinal cord, to lessen neuromuscular tension. Whatever the drugs may be, the demand for them is fantastic. Everyone would like to be reasonably tranquil and relaxed, at least when not confronting a specific and realistic danger, but many millions of Americans, although free from serious psychotic illnesses, find it impossible to move through life without at least figuratively clenching their fists, setting their jaws and driving ahead, using so much energy to force themselves to appear reasonably calm that not enough is left over to do the constructive day's work. So the demand, enormous yesterday, will be still more enormous tomorrow. To the suffering neurotic the drugs are a boon, but the psychiatrist wonders whether there is going to be a boon-and-bust phase later on. Neurotics love new drugs. When the drugs are particularly new, they seem particularly effective; later the honeymoon ends and the neurotic is back in the market for a new miracle.

Moreover, as some of the dust and smoke settle from over the battlefield, the medical diplomats and statesmen wonder what their peace aims really are. What are the conditions of a good life? Are they the abolition of fear, anxiety and stress? Millions of the unwilling troops, conscripted to fight these disruptive forces within themselves, would loudly answer yes. The more disinterested statesmen answer emphatically, nothing of the kind. "I don't look with any favor," says Dr. James H. Wall, head of the Westchester Psychiatric Division of the New York Hospital, "on a society where everybody just floats around in his own tub of butter. A certain amount of tension and alertness is essential to keep things straight in life." "Anxiety helps a nation to be great," says Dr. Jurg Schneider, head of physiology research at CIBA Pharmaceutical Products, whose brand of reserpine (Serpasil) accounts for almost half of its total sales.

Granting that an overtranquillity in today's world seems remote, the question must still be faced as to how much calm is good for a man. No discovery, no matter how empirical, is going to stop where the development of the tranquilizers at present rests. It is too attractive, too obviously a great and legitimate need—up to a point. *What* point? Could reserpine have been fed to the modern world's worst star psychopath (so far), Adolf Hitler, and could

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"How I use Murine for tired eyes"

Ceil Chapman

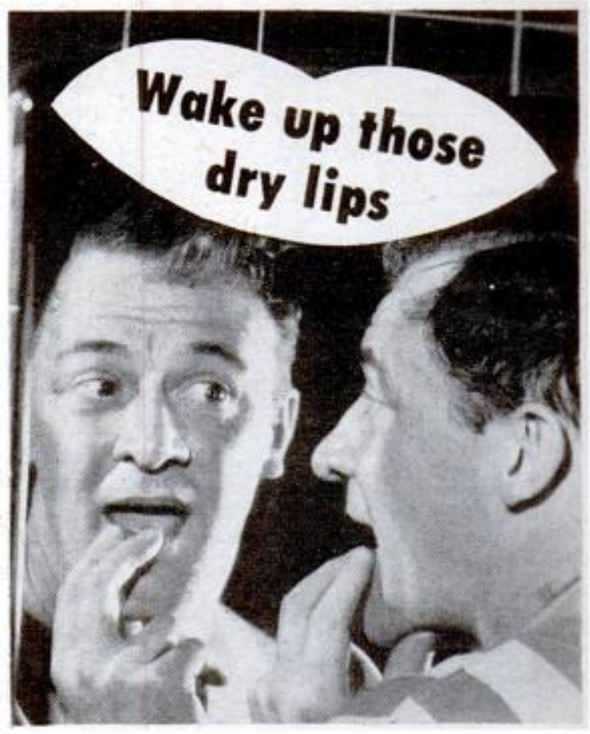
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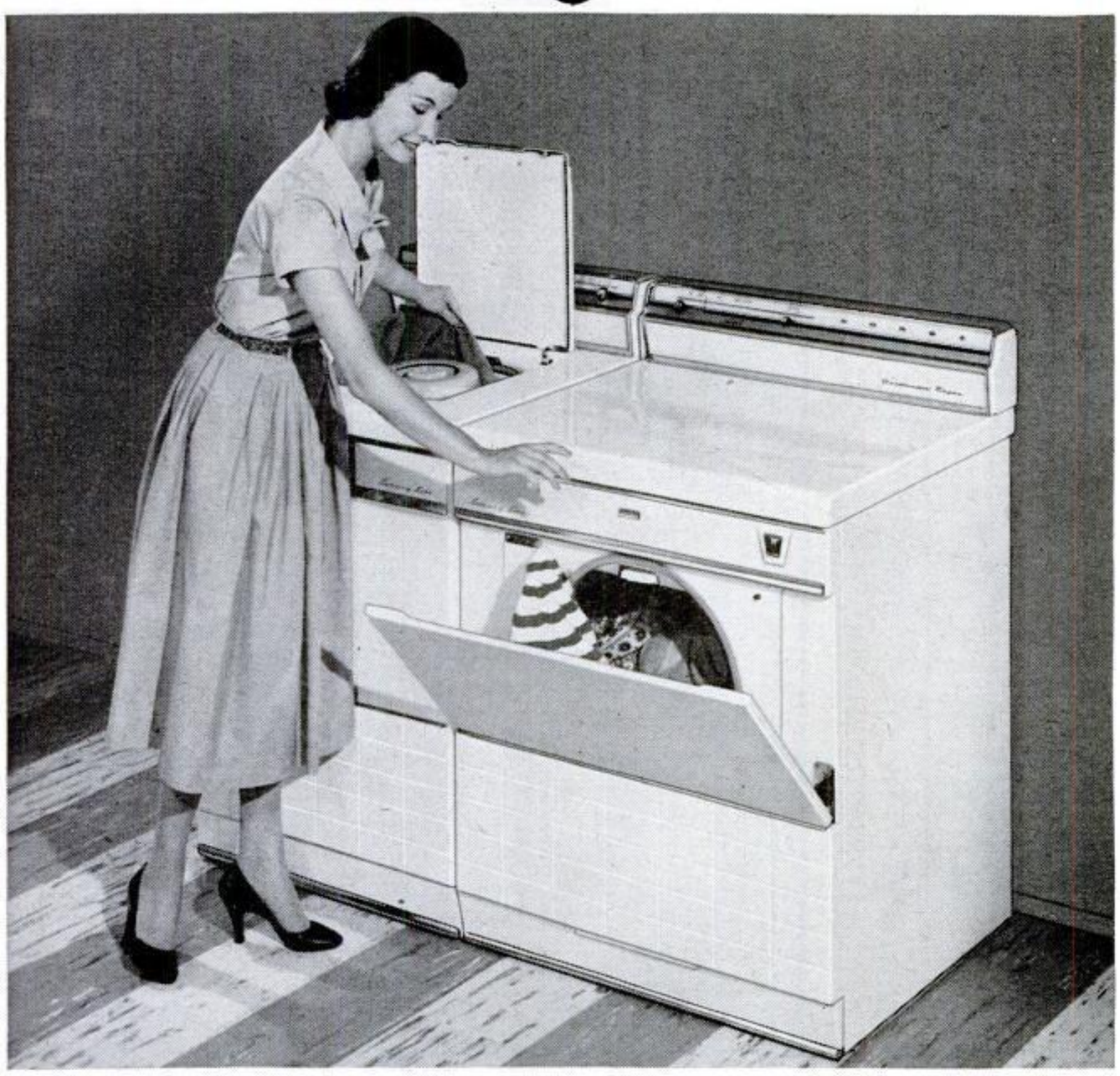
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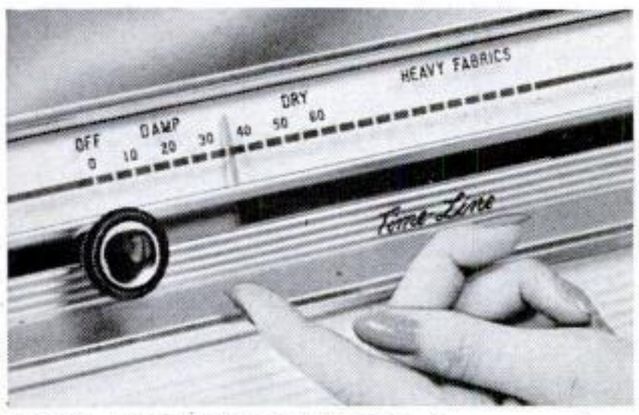
4 **FOR NYLONS AND CASHMERES.** Set the dryer for pure air, no heat or tumbling and forget it. The most delicate fabrics woven are dried gently—without a chance of shrinking!

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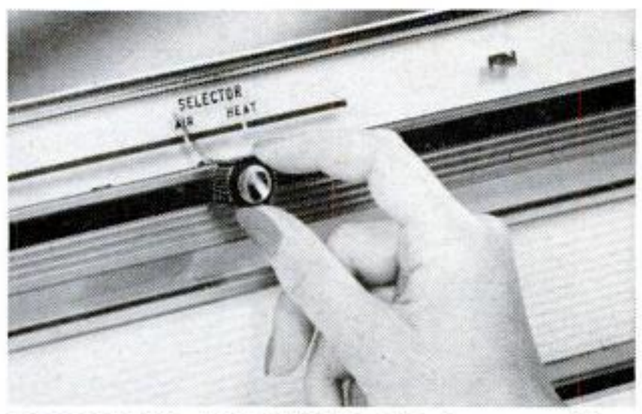
No stooping, squatting or bending with Norge's exclusive 3-position Hamper-Dor. Because it "chutes" clothes directly into the dryer drum, it's the only perfect mate for top-loading washers!



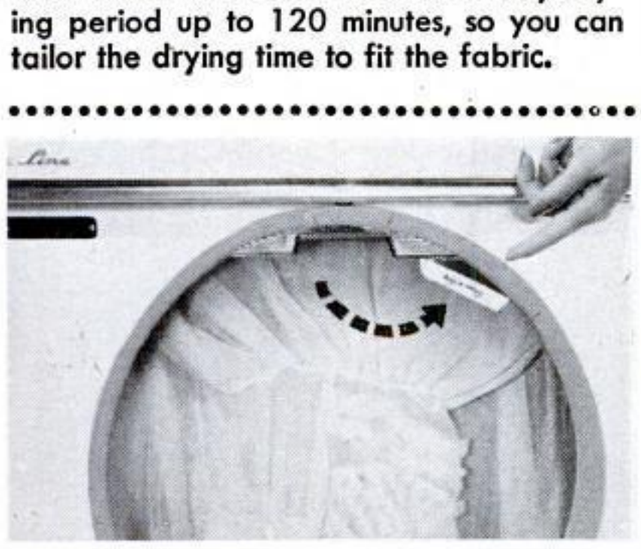
CONVENIENCE PLUS! Ajar, Norge's Hamper-Dor is a clothes chute for no-stoop loadings; ½ open, it's a handy sort-and-stack shelf; open all the way, drop dry clothes right into your wash basket.



NEW TIME-LINE CONTROL times any drying period up to 120 minutes, so you can tailor the drying time to fit the fabric.



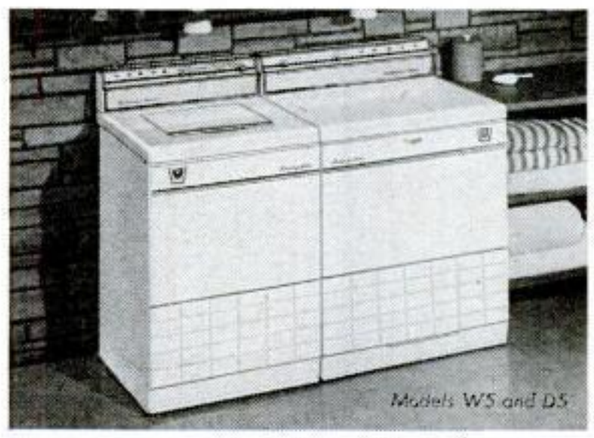
NEW HEAT-AIR SELECTOR lets you dry with high air volume alone or air plus heat depending on the delicacy of the fabric.



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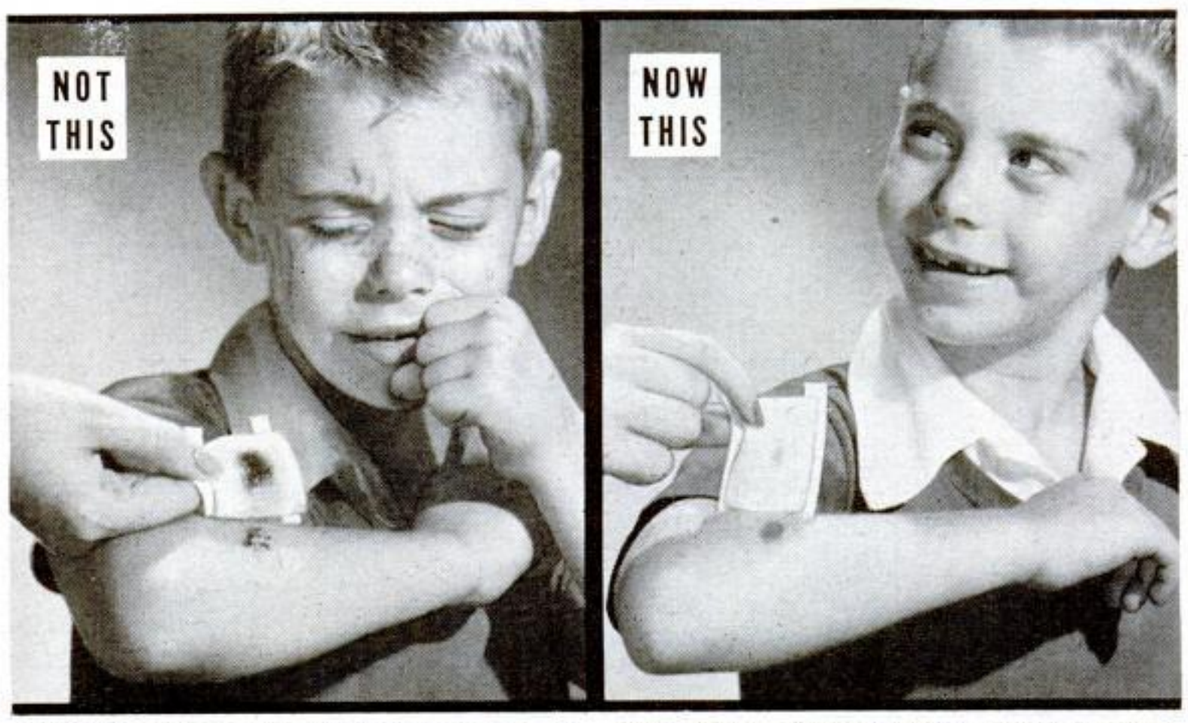
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SEARCH ONLY STARTED CONTINUED

World War II thus have been prevented? Or chlorpromazine to the paranoid Stalin? What would be the effect of a few tons of meprobamate judiciously sown on Jewish and Arab soil alike in the Middle East? These questions are wry questions just now; but real questions like them might arise later. If there are hopeful aspects here, there are also disturbing ones; the arrival of George Orwell's *1984* might possibly be advanced to something like 1964; enough mass tranquillity could make it easy enough for Big Brother to accelerate his pleasantly relaxed program of total control. Artificial calm imposed on Joan of Arc, Isaac Newton or Immanuel Kant could have created some aching voids in history too.

However the pills are used and whoever uses them, no doctor regards them as substitutes for the established methods of treatment that fall under the heading of psychotherapy. But used in conjunction with these methods, there is almost universal agreement that they are invaluable. Even the most hard-bitten psychiatrist concedes that they "make the patient more accessible to psychotherapy"—although their mechanism is unknown and they effect no more than "symptomatic" improvement (*i.e.*, the patient feels better but the doctor doesn't know why).

To this, one iconoclastic young psychiatrist said, "Posh," disdaining a harsher word. "More accessible to *what* psychotherapy? In most state hospitals there's never been nearly enough psychotherapy to go round. Patients who improve on the tranquilizers usually don't want any psychotherapy—they want to go home!"

The psychiatric profession is learning some hard lessons just now. One eminent practitioner has told of the experiences of some of his juniors: "They practice psychotherapy on their hospitalized patients, each one according to his lights, and his personality. They eagerly compare notes on their patients' progress. Then the patients are taken off the tranquilizing pills—and they slump back just as if they'd had no psychotherapy at all. It doesn't always happen this way—but it's mighty disillusioning when it does."

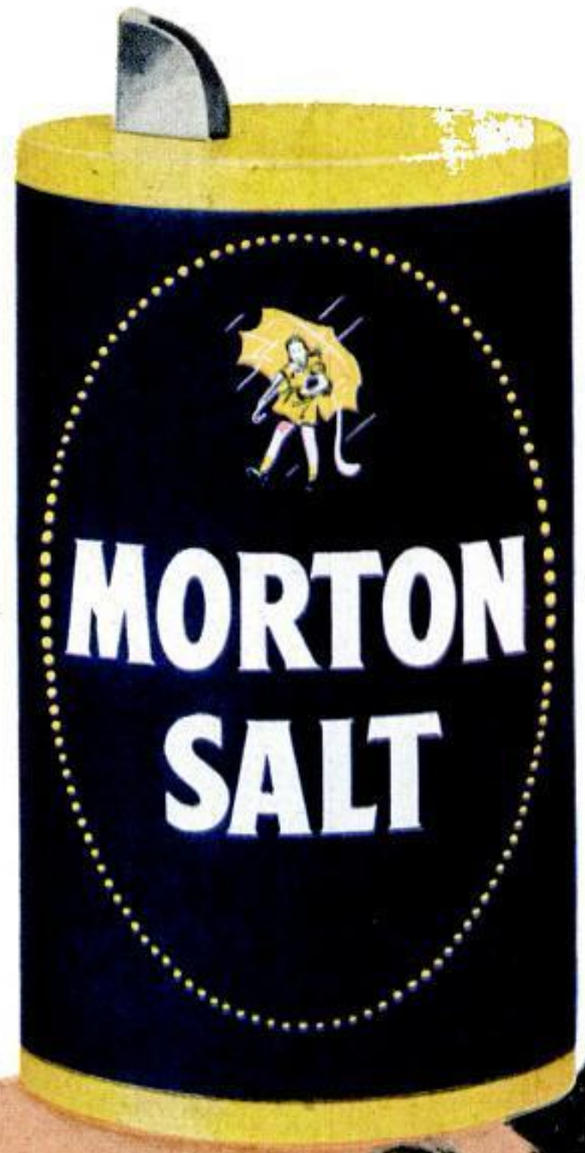
"I am almost frightened to say what I think will come of this in terms of treatment of the mentally ill," said Dr. Robert Felix, director of the National Institute of Mental Health to a Senate subcommittee not long ago in submitting his budget for the new fiscal year. "Where are we going to be 10 years from now? I feel like Buck Rogers at this point. I think we are going to know a great deal more about drugs which will neutralize abnormal substances in the brain and perhaps bring about symptomatic, at least, improvement while we are working with those deeper things which cause the illness in the first place. I think 10 years from now we are going to see a number of large centers in the U.S. with a group of scientists from a number of disciplines—physiology, chemistry, psychology, sociology, education, psychiatry and so forth—working together. We are just on the threshold. And where we will go—the most honest thing to say is 'I don't know.' But it is so far, so fast, that our wildest ideas are liable to be ultraconservative."



SIX MONTHS' SUPPLY of reserpine and chlorpromazine for the patients at Rockland State Hospital is stacked in the hospital pharmacy. With drugs, valued at $49,900, stands Dr. Henry Brill, who pioneered use of tranquilizers as head of research for the New York State Department of Mental Hygiene.

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P.S. Two new ways to salt popcorn, or anything else!



Morton Miniatures, 1½ inches high, packed six to the tray.



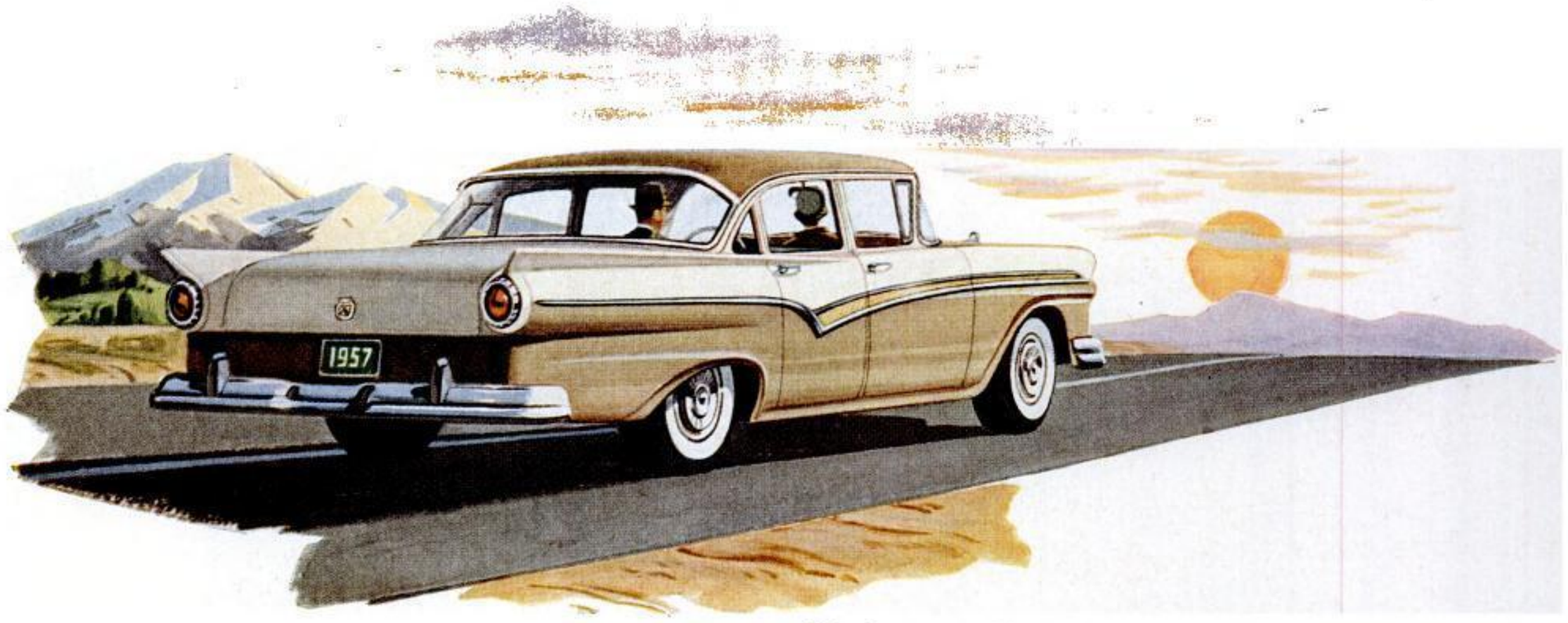
Morton Salters, 3⅝ inches in size, sold in cartons of three.

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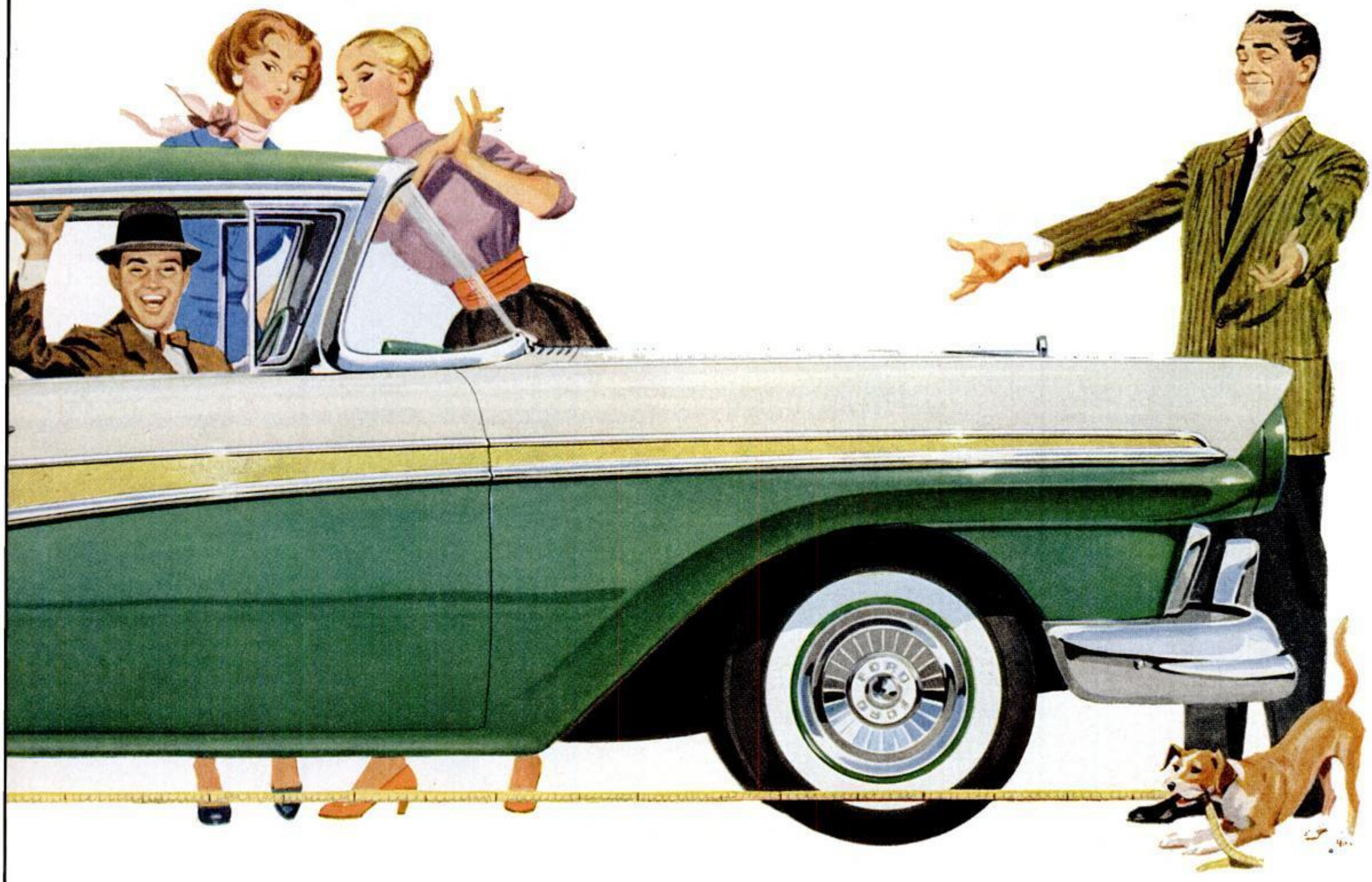
The Fairlane 500 Club Victoria: One of 9 Fairlane models in 2 series. All offer luxurious room for 12 knees, 12 elbows and six opera hats.

Picture yourself in



The Custom 300 Fordor Sedan: Over 16 feet of steel and style, in the brilliant new color combinations. There are 19 new kinds of Fords in all—the *smartest* choice ever in the low-price field.

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the middle of tomorrow...Today!

This is your automotive moment to remember!

You're in the *New Kind* of Ford . . . surrounded by a new kind of elegance, surrounded by power and beauty . . . and by neighbors whose cars will never seem the same to them again.

You're the master of 245 horsepower, 245 brute horses that have been civilized by engineering into silk-soft obedience. You have the Thunderbird's own engine—the Silver Anniversary V-8 that turns figure eights around all other eights in its class. Or if you prefer Sixes, none is more modern than Ford's new Mileage Maker.

You're sitting in the glittering middle of a design that makes other cars look middle-aged. The New Kind of Ford has a hard lean honesty of design, the clear-cut stamp of leadership. It's very low: 4 feet, 8 inches. It's very wide: 21 inches wider than it is tall. It's very long: over 17 feet. But the measurements won't be in your mind when you see that scissors-sharp new shape, when you feel it move so gracefully and solidly through traffic. It's the perfect "escape" car—in which you can get away from it all—and then get back again, cruising along with effortless ease, thanks to a whole new "Inner Ford" which spreads a carpet over any road.

This is what *you* should have; this is what every home should have—at least one of the best Fords of our lives.

One great big point: you can have all this fun, all this beauty, all this power, at the traditional low Ford prices. Remember: even a five-car millionaire can only ride in one of his Fords at a time.

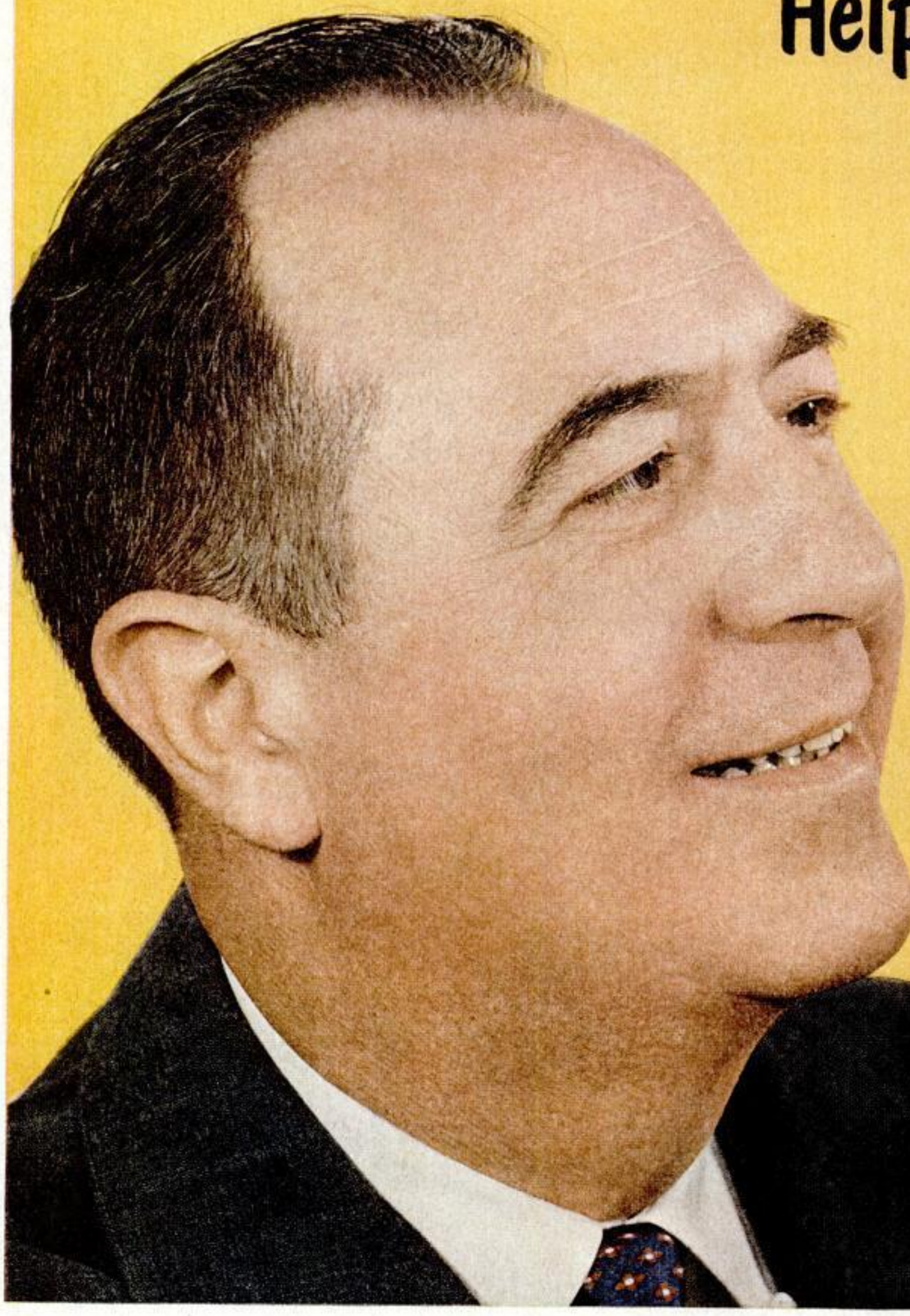
You can have Tomorrow's Car today. The way to begin is to go to your Ford Dealer—or call him for a test drive. You'll step right into the middle of tomorrow.

It's fun to go first in

THE NEW KIND OF FORD for '57

Copyrighted material

Help your "Star Pupil" stay alert and lively





Feed French's—the only parakeet seed with the new Pep-Up Biscuit

Your parakeet *must* feel his best to learn to talk and do tricks. And *you* can help by feeding clean, dependable *French's Parakeet Seed.* Every package contains the special biscuit that promotes vigor, sharpens appetite, aids digestion. Always feed French's, the *only* seed with this important pep-up biscuit.



YOU CAN DEPEND ON FRENCH'S 54 YEARS OF EXPERIENCE

Pet parakeets should have a *complete, varied* diet—the kind wild parakeets find in nature. French's Natural Feeding Diet is *scientifically prepared* to provide just such a tasty, balanced menu. Make sure your pet has *all* the food elements he needs by giving him regularly the "Basic Five"—French's Parakeet Seed and Biscuit, Treat, Conditioning Food, Cuttle Bone, and Gravel.

PROTECT YOUR PARAKEET'S HEALTH WITH French's NATURAL FEEDING DIET

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A LOOK AT THE WORLD'S WEEK



A PRESENT POPE'S HOMAGE, A PAST POPE'S GLORY

In a solemn ceremony following the beatification of Pope Innocent XI, Pope Pius XII knelt in the great St. Peter's Basilica between rows of cardinals to offer the Roman Catholic Church's first prayer of veneration to the 17th Century pontiff who may eventually be proclaimed a saint. During the beatification rites which proclaimed Innocent "blessed" the Pope was not present, in keeping with tradition. But he eulogized Innocent in a broadcast that was carried into St. Peter's by loudspeakers. Innocent XI was the scion of a wealthy Como family who decided at the age of 30 to become a priest. As Pope he dared stand against Louis XIV of France and he rallied the Christian West against invading Turkish infidels.

CONTINUED 147

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6,000 HORNBLOWERS TOOTING TOGETHER

In Dortmund, West Germany 6,000 players of trombones and other horns performed in concert to observe German Evangelical Trombone Day. With nine conductors and 14,000 spectators and accompanied by 2,000 singers, they filled the floor and part of the gallery of the huge Westfalenhalle, which is usually used for big sporting events and is Europe's largest auditorium. Cautioned repeatedly to blow softly, musicians from East and West Germany were marking the birthday, 100 years ago, of Pastor Johannes Kuhlo who introduced horn choirs into German Protestant churches.



← MARILYN'S MOMENT

In London, Marilyn Monroe, an American girl who seems to have a way with the British, appeared in a tight dress to help her husband, Arthur Miller, open his play, *A View from the Bridge*. The play was a hit, thanks partly to Marilyn. It took 30 police to hold back her fans.

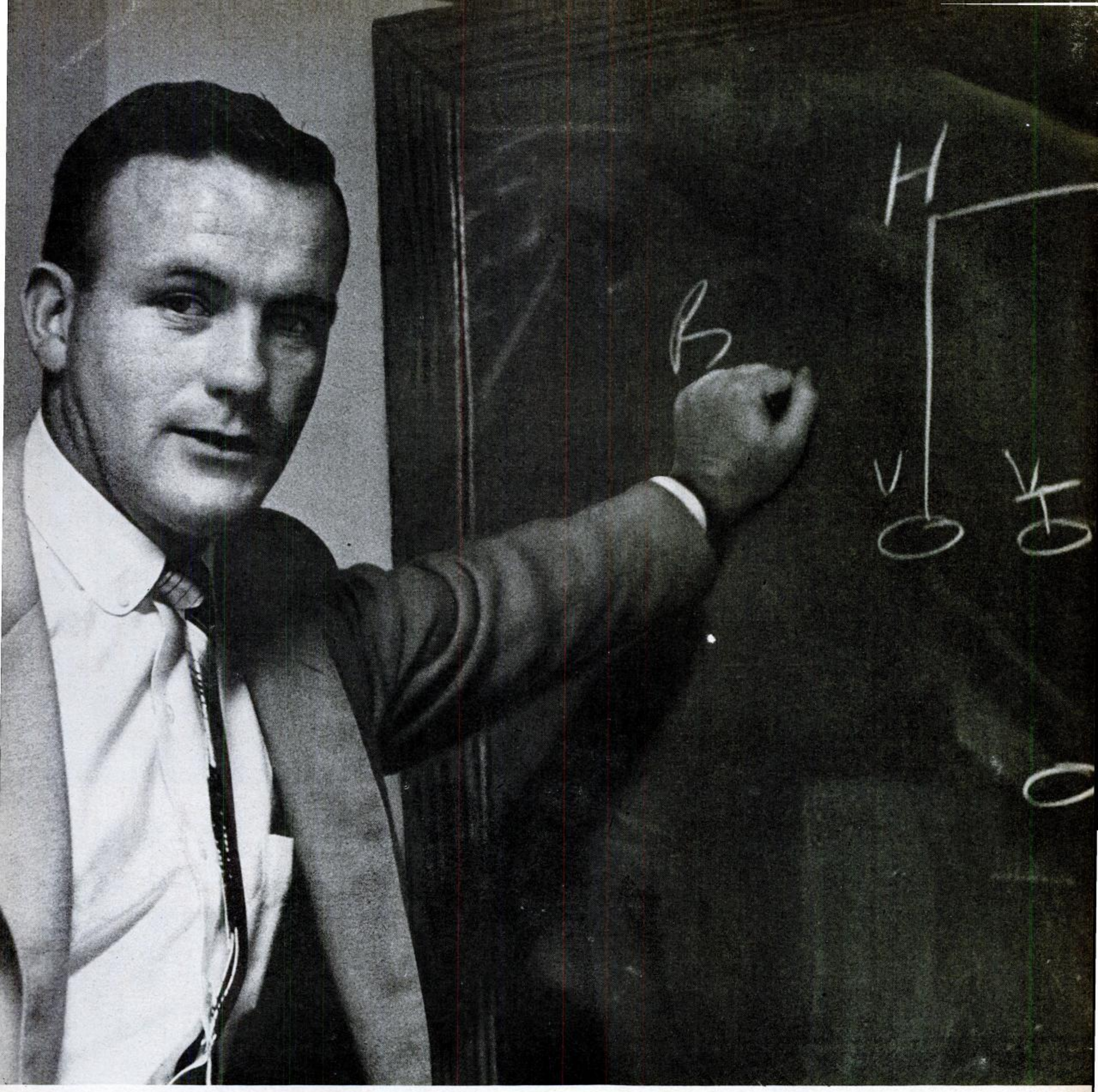


A CORTEGE OF CYCLISTS

Revving up their motors, a cortege of cyclists wheeled out of an Akron cemetery where they had escorted the body of the founder of Akron's Lots-A-Moshun motorcycle club. Killed when his machine hit a utility pole, Ray Blair, 27, was buried with his jacket and license plates.

CONTINUED

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MR. TERRY BRENNAN: BUSIEST LAWYER IN FOOTBALL

He earned his law degree on the dead run—teaching classes and coaching a dazzling Chicago high school football team. And Terence Patrick Brennan has been on the run ever since. Impressed by his scholarship, leadership and gridiron prowess, Notre Dame elders startled fans by naming him (at the ripe young age of 25) head football coach. Today Coach Brennan moves with the agility of a Fighting Irish scatback: from practice scrimmage to talent scouting, to staff meetings, to speaking engagements.

Now in his third Notre Dame year, Mr. Brennan travels 50,000 air miles a year. His favorite distance-shrinker: Lockheed Luxury Liners. These great, smooth-flying Super Constellations offer glamorous settings, quiet new speed . . . the assurance that comes from 49 *billion* Constellation passenger-miles.

Mr. and Mrs. Brennan will second-honeymoon in Europe, July, 1957 (their 6th anniversary). They'll fly to Paris on the *NEW, faster, longer-range* Lockheed Luxury Liner (Model 1649) . . . via AIR FRANCE.



Now in service: The Super Constellation

COMING: THE LARGEST, FASTEST LOCKHEED LUXURY LINER (Model 1649)—going into service for AIR FRANCE on trans-Atlantic flights between New York, Boston, Chicago, Montreal and Paris in 1957.

LOCKHEED AIRCRAFT CORPORATION

THESE SUPER CONSTELLATION AIRLINES SERVE THE WORLD: Air France • Air-India International • Avianca • California Eastern • Cubana • Dollar Associates • Eastern Air Lines • Iberia • KLM—Royal Dutch Airlines • LAV—The Venezuelan Airline • Lufthansa—German Airlines • Northwest Orient Airlines • Pakistan International • Qantas • Resort Airlines • Seaboard & Western • TAP • Thai Airways • The Flying Tiger Line • Trans-Canada Air Lines • TWA—Trans World Airlines • U. S. Overseas Airlines • Varig Airlines

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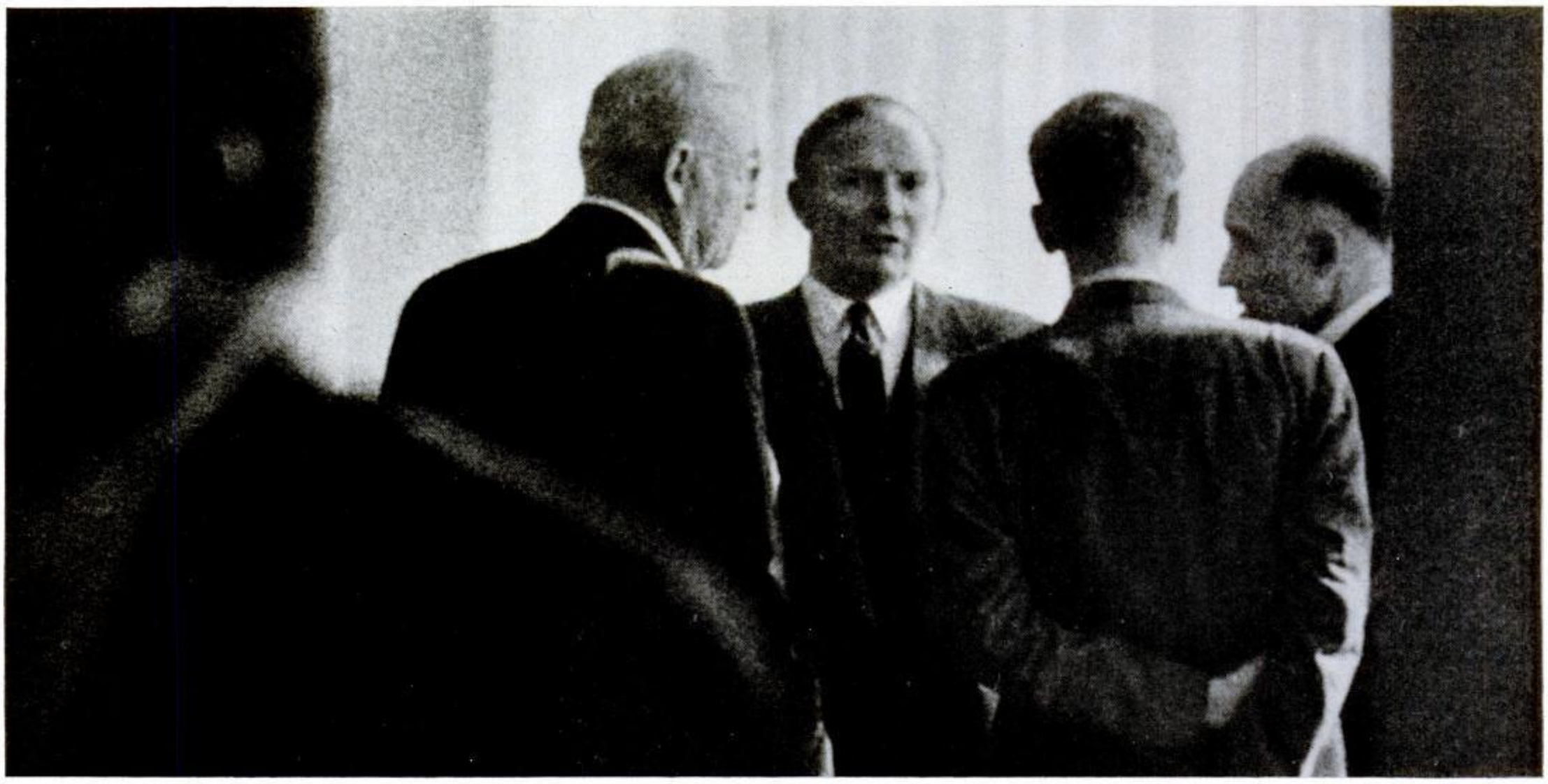
CHAMPION CHASTISED

Convicted of stealing hats in a London store, Russian discus-throwing champion Nina Ponomareva, 27, settled for $8.82 court costs. Then she sailed at once for home on the same Russian liner (*above*) from which U.S.-born Tatiana Chwastov, 2½, had been removed (*see p. 56*).

HORSEPLAY AT OPERA

To dispel the qualms of Tenor Mario Del Monaco (*left*) who is scared of horses, Conductor Dimitri Mitropoulos let one snuff his scalp at a Chicago Lyric Opera Company rehearsal of *Girl of the Golden West*. The tenor had balked at the last-act sunset ride with Eleanor Steber.





A PRIVATE PLEA FOR A SUEZ SOLUTION

Between secret sessions at the United Nations, Secretary of State John Foster Dulles (*left, background*) held a very private talk with Britain's Selwyn Lloyd (*center*) and Egypt's Mahmoud Fawzi (*right*) in an attempt to settle the Suez crisis. The next day Britain, France and Egypt put aside some of their differences and agreed on a basis for negotiation. Although a Russian veto blocked Security Council endorsement of a canal users' association, the council unanimously agreed on six principles (*editorial, p. 40*) which Dulles hoped would lead to a peaceful settlement.

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Natural tobacco goodness

THIS NEW PHILIP MORRIS HAS IT! A new roll of sweet, rich, true tobacco. And it's all tobacco, lip end, tip end—all the way through! Before you light it give it a couple of puffs. Get that taste? That's natural tobacco goodness. Then light up, and have a real good smoke. One is a promise. A pack is proof. A carton will really convince you!



Crushproof Box
or Regular Pack

This NEW Philip Morris has it

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GIANT

GEORGE STEVENS' PRODUCTION

FROM THE NOVEL BY
EDNA FERBER

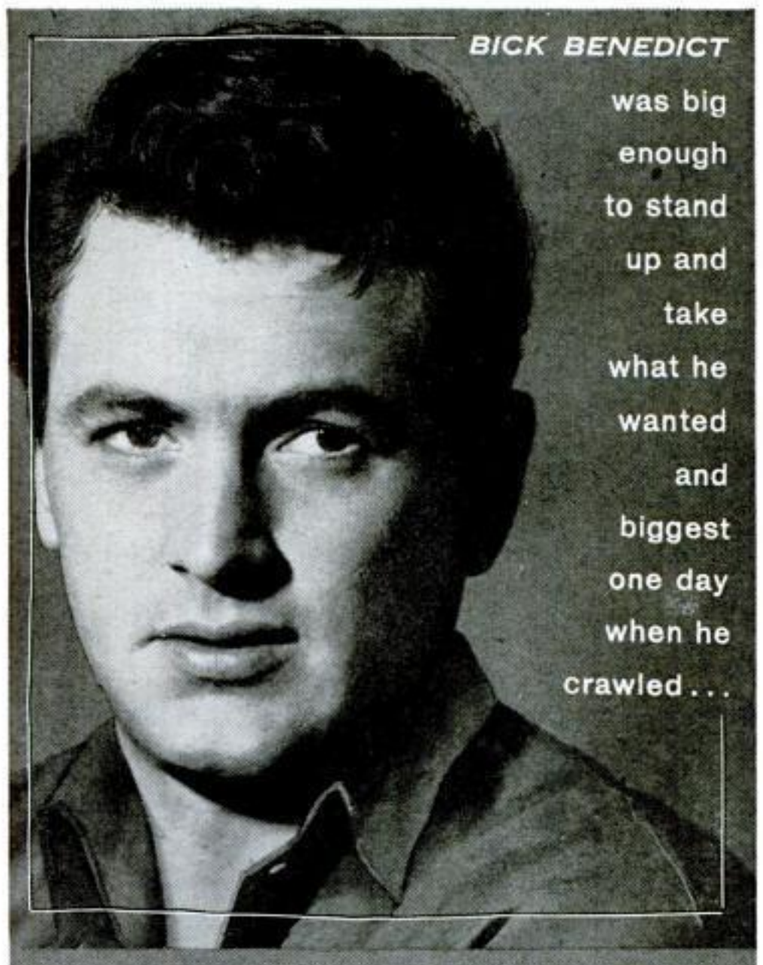
PRESENTED BY WARNER BROS. IN WARNERCOLOR STARRING

ELIZABETH TAYLOR · ROCK HUDSON

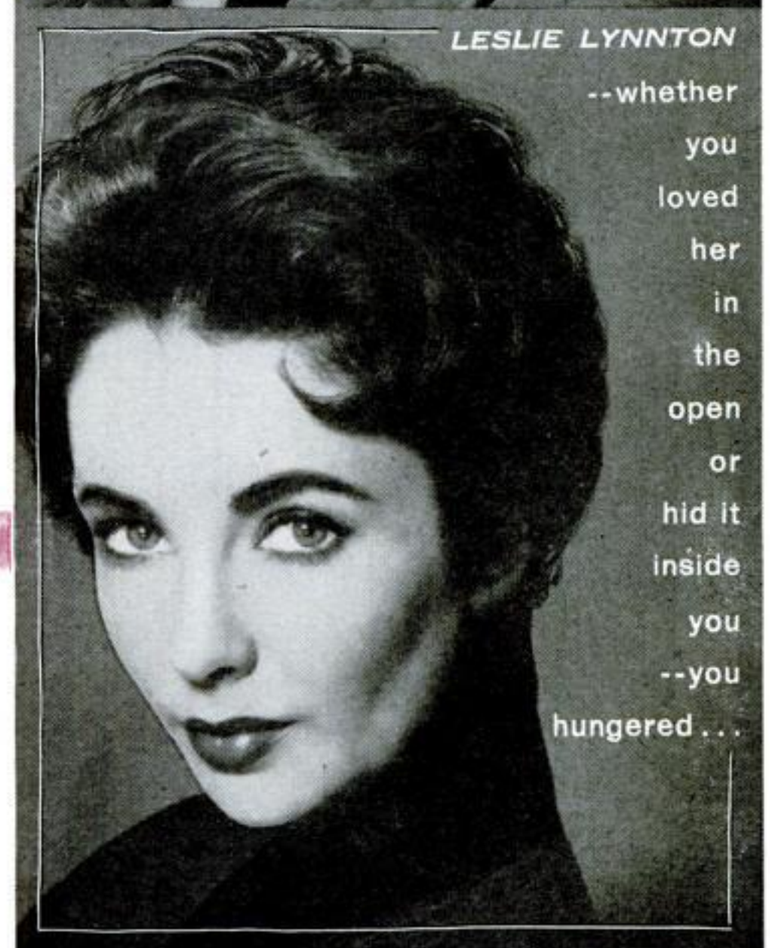
WITH DENNIS HOPPER • JUDITH EVELYN • PAUL FIX • SCREEN PLAY BY FRED GUIOL AND IVAN MOFFAT • MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

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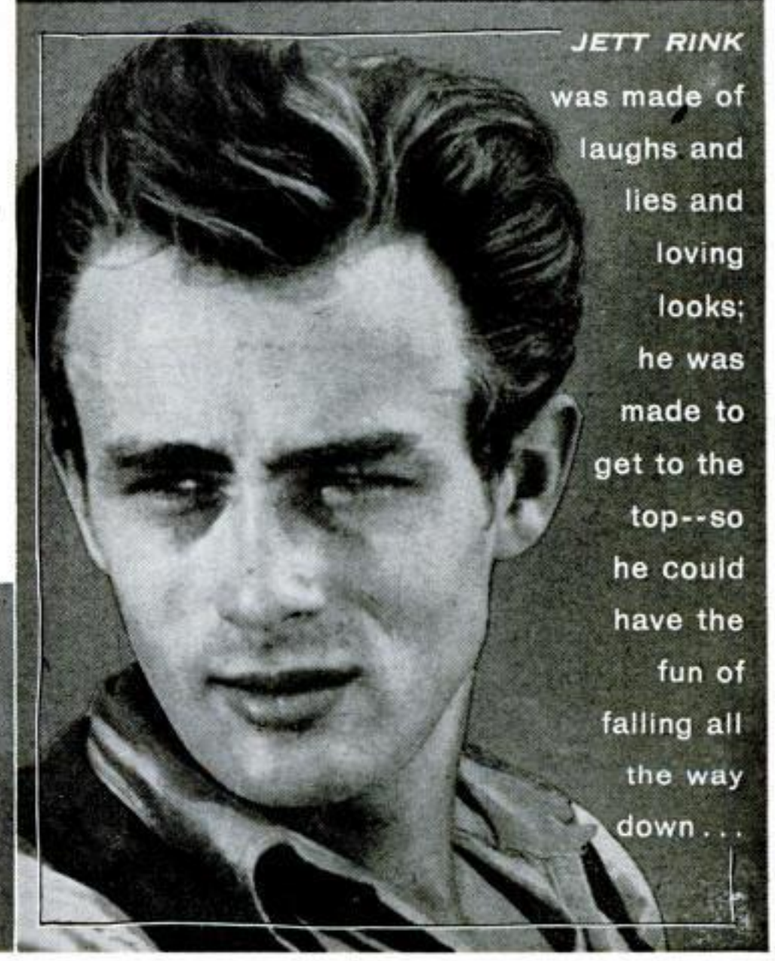
A picture of proud people, a love story, a cavalcade--a conflict of creeds--a personal drama of strong longings--a big story of big things and big feelings--this is "GIANT"!



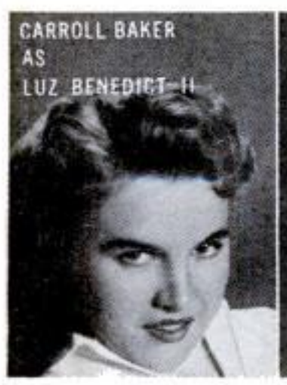
BICK BENEDICT was big enough to stand up and take what he wanted and biggest one day when he crawled . . .



LESLIE LYNNTON --whether you loved her in the open or hid it inside you --you hungered . . .



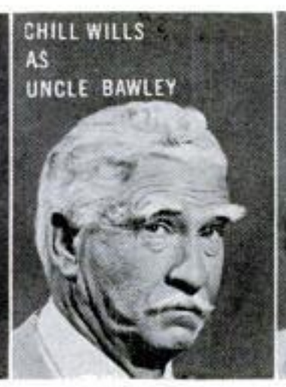
JETT RINK was made of laughs and lies and loving looks; he was made to get to the top--so he could have the fun of falling all the way down . . .



CARROLL BAKER AS LUZ BENEDICT II



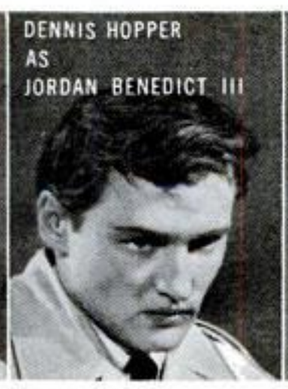
JANE WITHERS AS VASHTI SNYTHE



CHILL WILLS AS UNCLE BAWLEY



MERCEDES McCAMBRIDGE AS LUZ BENEDICT



DENNIS HOPPER AS JORDAN BENEDICT III



SAL MINEO AS ANGEL OBREGON III

JAMES DEAN

AND PRESENTING **CARROLL BAKER** · ALSO STARRING **JANE WITHERS** · **CHILL WILLS** · **MERCEDES McCAMBRIDGE** · **SAL MINEO**

PRODUCED BY GEORGE STEVENS AND HENRY GINSBERG · DIRECTED BY GEORGE STEVENS PRESENTED BY WARNER BROS.

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Feel UP to the fun that's so good for you...



When a headache, upset stomach or tired-achy feeling keeps you from having fun . . .

take the medicine that's so refreshing

When you're feeling out-of-sorts, as everyone does once in a while—when even pleasure is an effort, do yourself this favor: Take ALKA-SELTZER, the medicine that's so refreshing. ALKA-SELTZER tablets fizz in the glass—this is the chemical action that causes the ingredients to change into an effective and fast-acting *solution* that gives *combination* relief—relief for headache, upset stomach, as well as the tired-achy, out-of-sorts feeling that's so much a part of them. To get that *feel-better feeling*—to get back on the happy side of life . . . you will agree there is nothing—nothing in the world—like ALKA-SELTZER.

WHEN YOU HAVE A COLD . . . discover how pleasantly and effectively ALKA-SELTZER relieves the ache-all-over feverish feeling. Makes a soothing gargle, too. Let ALKA-SELTZER help you feel better while you're getting better.





Alka-Seltzer®
BRAND

favorite of so many ® *for relief that does so much*

MILES LABORATORIES, INC. . . . *for Better Health*
Elkhart, Indiana

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STILL SMILING THREE HOURS AFTER HISTORIC PITCHING FEAT, DON LARSEN LEANS ON THE WORLD AFTER HE HAD JUST EARNED $1,000 FOR A TV APPEARANCE

THE REWARDS OF PITCHING THE PERFECT GAME

Tributes and cash pile up for Don Larsen, the Yankees' playboy who made World Series history

"Last night I was a bum," murmured Don Larsen of the New York Yankees incredulously, "and tonight everybody wants to meet me." Having pitched the first perfect game in World Series history, he could visualize himself on top of the world. Suddenly he was a major TV attraction. People were fighting to press money on him for testimonials and his life story. His business manager, busily weighing offers and signing contracts, assured him his new fame would earn him $50,000 before the year was out. Instead of being off with a couple of cronies at his favorite 57th Street bar, he was the center of attention in a plush Broadway nightclub.

Big (6-feet-4) and abundantly talented, Larsen had reaped these rewards despite his diligent pursuit of pleasure. An unashamed lover of a good time, he acted as though training rules were made only to be broken. "No use trying to reform him," said his boss at the St. Louis Browns. Jimmy Dykes, his manager in Baltimore, remarked, "The only thing he fears is sleep." With the Yankees he immortalized a telephone pole in St. Petersburg, Fla. by wrapping his car around it at 5 a.m.

Before the World Series he had promised Casey Stengel, the Yankee manager, to be a good boy for the Series. But when Casey took him out in the second inning of the second game the easygoing Larsen grew bitter. "That's the last time I'll ever go to bed early," he told friends, and for three days trained for his historic feat by just being Don Larsen.

CONTINUED

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Upset Stomach got you

OUT OF FOCUS?



When upset stomach, heartburn, gas or other symptoms of acid indigestion cause you distress, simply

Take Minty Phillips' Tablets

FEEL FINE AGAIN FAST!



You can't beat Phillips' Tablets for *on-the-spot* relief from acid upset. A few Phillips' Tablets have you feeling better—*almost instantly*—for they contain one of the world's *fastest* antacids! Delightfully flavored, they're as pleasant and refreshing to take as candy mints. So always carry Phillips' Tablets wherever you go—for *on-the-spot* relief from acid indigestion. Get a handy tin today.



PHILLIPS' TABLETS



PITCHING TO FAME, Larsen follows through after using new delivery with no windup. He threw only 97 pitches and allowed no batter to reach first base.



HARASSED AND HAPPY, Larsen tries to answer reporters who mob him in the clubhouse after the game. "My knees almost caved in out there," he said.



ON THE TOWN, Larsen dines at Danny's Hide-A-Way with friend Art Richman and dates, Audrey Armstrong (*left*), Barbara Jeffrey, nightclub singers.

CONTINUED



I'm never without

MURIEL

Muriel cigars! **Down to earth** good taste. The mellow-mild **happy** cigar. Make MURIEL CIGARS the light of your day!



PERFECTOS 10¢ SENATORS BABIES 5¢



OPEN UP YOUR NOSE

Breathe Again!

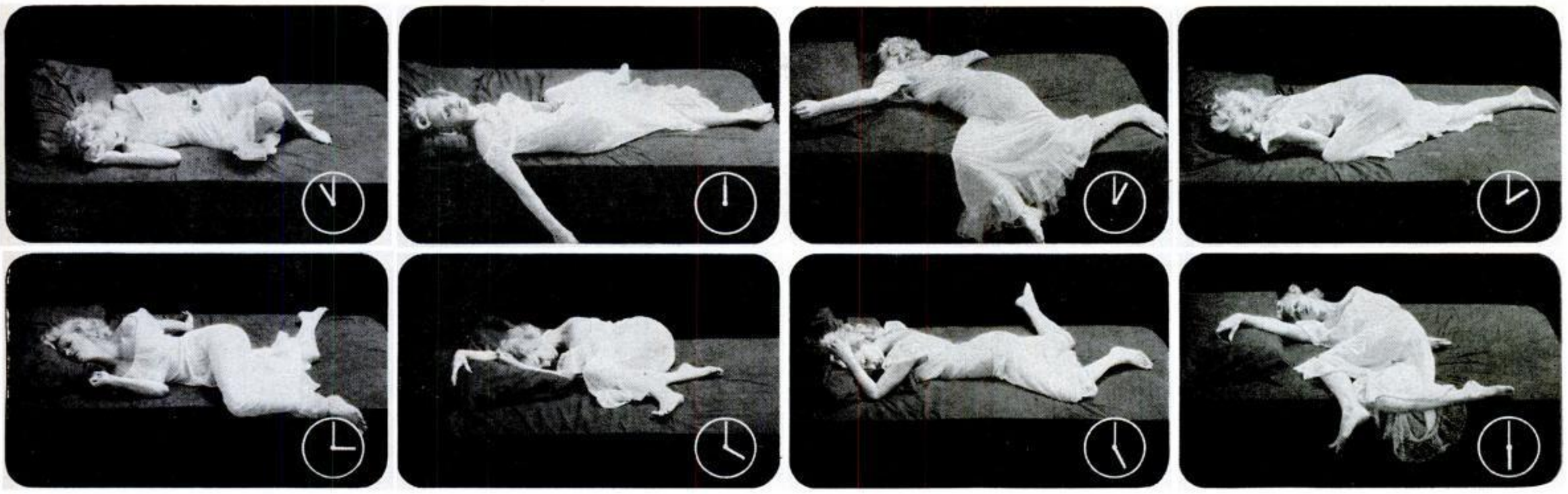
When a cold stuffs up your head and it's hard to breathe, just put a few drops of Vicks Va-tro-nol up each nostril as directed. Instantly, you feel a refreshing tingle. The swelling goes down, the irritation is soothed, your nose opens. You breathe again! Wonderful relief, too, for sneezes and dry, itching nose.

VICKS VA-TRO-NOL
NOSE DROPS



NOW—for children...
a new, different aqueous nose drop that *clings* to give longer relief. Milder-*feeling*. Fully effective.
New MILD VICKS VA-TRO-NOL Nose Drops

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Check this with your own doctor:

It's not how long you sleep— but how well!



Folks say: "Seems as if I never get *enough* sleep!"— when all they really need is *more restoring* sleep!

But if your mattress won't let you relax— if it's too hard, too soft, lumpy, saggy—or starts you coughing in the night— morning naturally finds you exhausted.

It could be so different with an AIRFOAM mattress! Folks awake rested—really alive— *even after less sleeping time.* They would never go back to old-fashioned mattresses!

How AIRFOAM starts your best days the night before:

- **Relaxes tension zones**—gentle uplift eases taut nerves, tense muscles
- **Firm support all over**—mattress strongest where weight is greatest
- **Boon to allergy sufferers**—no dust, lint or fluff generated
- **"Breathes" fresh air**—stays inviting, sleep-inducing without turning
- **Holds shape for life**—all-one-piece, nothing to sag, snag or break down
- **The sleep that's 3-layers deep**—gentle AIRFOAM (1) is next to you, the springs are down where they belong—resilient layer (2), firm layer (3), in the Englander RED-LINE foundation!

Ask for AIRFOAM-Englander wherever modern bedding is sold
Goodyear, Foam Products Division, Akron 16, Ohio

Airfoam
MADE ONLY BY
GOODYEAR
THE WORLD'S FINEST, MOST MODERN CUSHIONING

Englander
THE FINEST NAME IN SLEEP

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio Red-Line—T. M. The Englander Company, Inc., Chicago

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"DON'T BE STYMIED!"

NOW REMOVE DANDRUFF

WITH VERY FIRST SHAMPOO!

"Oh, how sun, wind and rain can dull hair, dry scalp and bring out terrible dandruff," says TV's popular *Miss Debbie Haley*. "But I don't worry! I use Fitch regularly." Only Fitch Dandruff Remover Shampoo is specially made and guaranteed to remove loose dandruff with *one* lathering—or money back!



BRIGHTEN YOUR HAIR UP TO 35%

AT THE SAME TIME!

Tests prove gentle Fitch also *brightens* hair up to 35% as it removes dulling dandruff flakes. Helps recondition hair, leaves it easier to manage and wave. Use new milder Fitch every time you wash your hair—not just to remove loose dandruff!

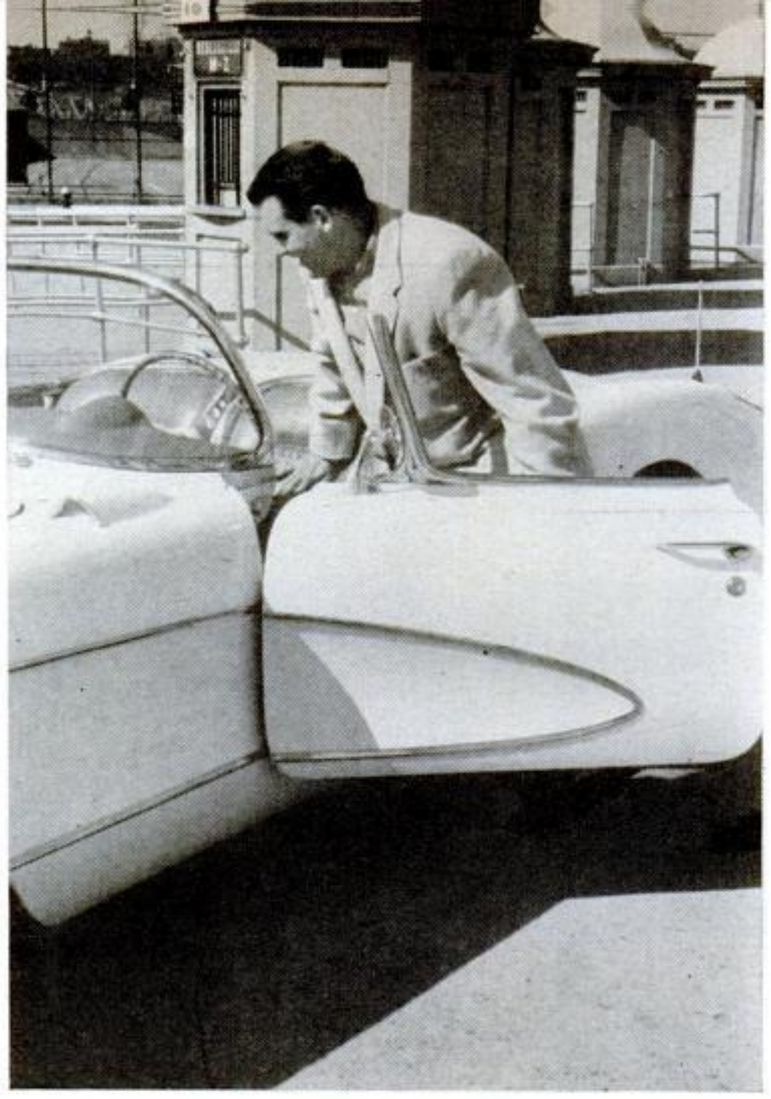
ONLY **FITCH** GUARANTEES
DANDRUFF-FREE, BRIGHTER HAIR
—OR MONEY BACK!

Today, get Fitch Dandruff Remover Shampoo. If not delighted with the thrilling way it brightens hair and removes embarrassing dandruff with one lathering... return unused portion for full refund from Fitch. Also be sure to ask at Barber or Beauty Shop for a professional Fitch Shampoo.

Also available in Canada







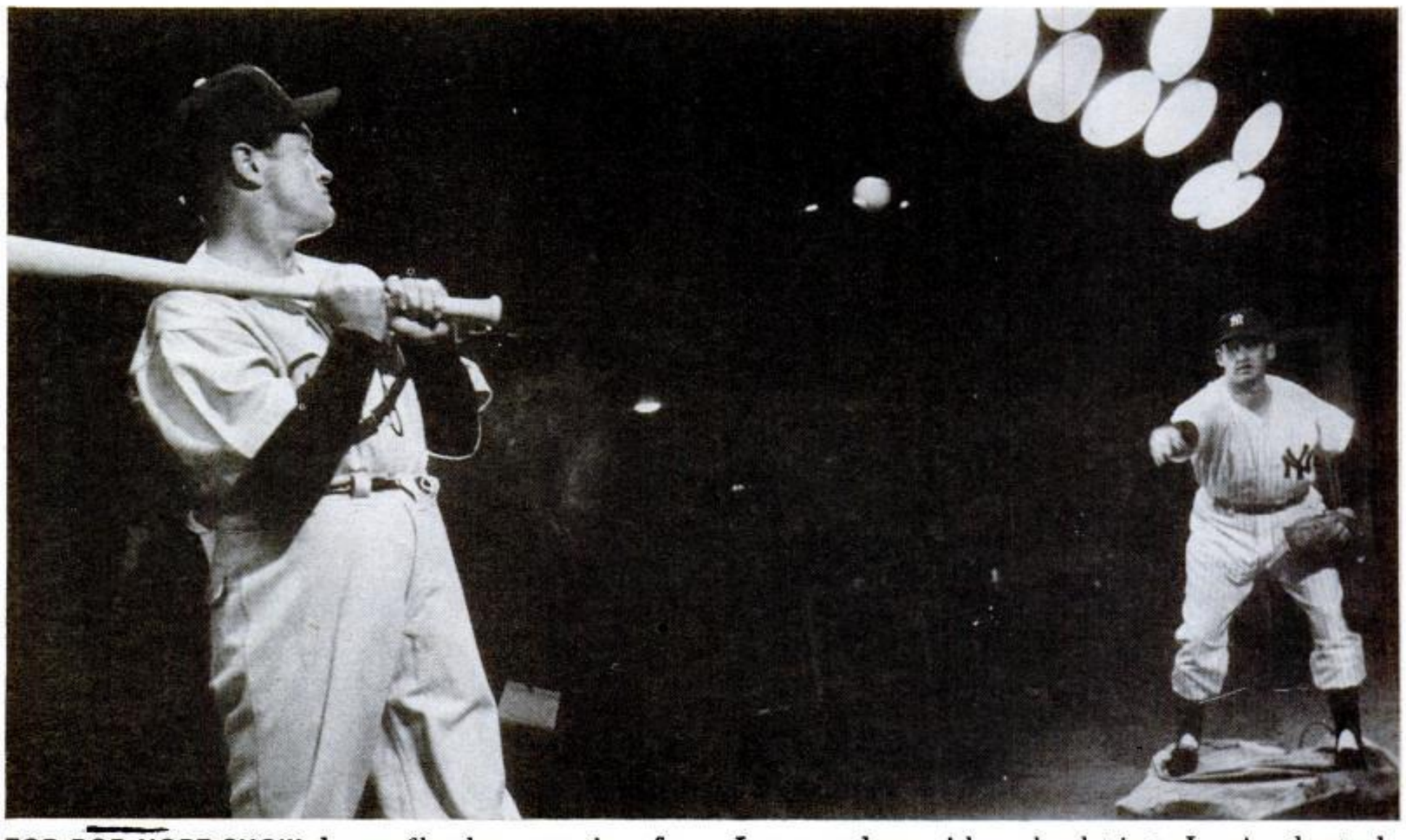
SERIES PRIZE, a Corvette, was awarded Larsen as the outstanding player of Series with two games still to play.



NO-HIT SCORECARD with record of each pitch was sent by fan for autograph along with $5 check for a cancer fund.



AT LUNCH, LARSEN GETS AN HONORED TABLE WITH JACKIE GLEASON, TOOTS SHOR AND HIS AGENT, FRANK SCOTT



FOR BOB HOPE SHOW, Larsen filmed a re-creation of his no-hitter with Hope playing the last Brooklyn batter.

Larsen made a quick weekend trip to Los Angeles to do skit for Oct. 21 program, was paid $6,000 plus expenses.

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When it's time for a nightcap, let WHITE HORSE carry you smoothly

The quality control code on each label
is your assurance every gentle drop
of White Horse Scotch Whisky
has been approved
for uniform lightness and flavor.



Every label has its
own code number

BLENDED SCOTCH WHISKY, 86.8 PROOF. SOLE DISTRIBUTORS: BROWNE VINTNERS CO., INC., NEW YORK, N. Y.

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144 square inches of picture area. Model 17TO26

Big-screen General Electric portable brings in programs anywhere a console will

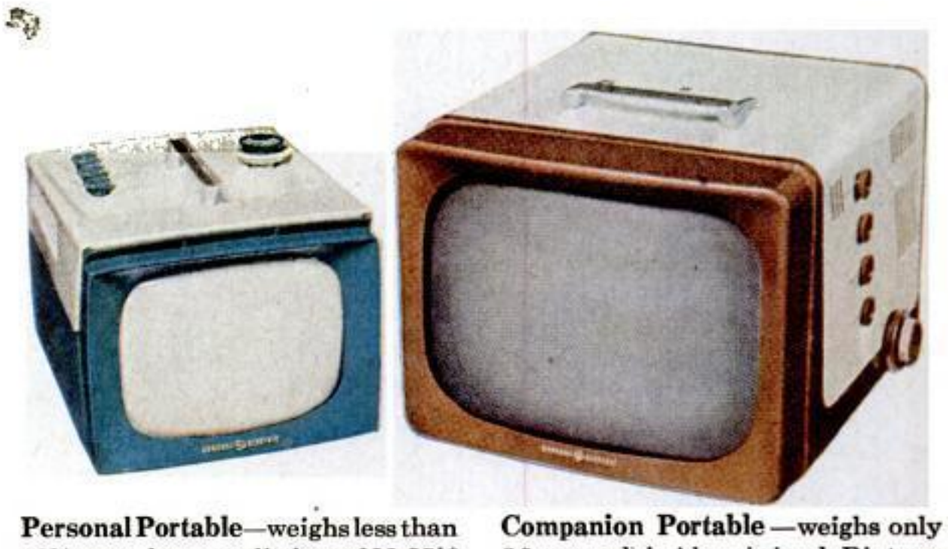
It's amazing enough that the General Electric Big-Screen Portable is *so* light. Just 32 pounds, so it's easy to carry wherever you want to be while you watch your favorite programs.

But then add this fact: this General Electric Portable can bring in pictures anywhere a console will. Your General Electric dealer will gladly prove it to you in side-by-side tests. Ask him to, next time you see him.

That'll be soon, we'd be willing to bet, once you've considered the other features this big-screen, high powered lightweight General Electric Portable brings you.

Such as the Aluminized Picture Tube and dark-tinted safety window (both General Electric ideas) for clean, clear pictures indoors or out . . . a hide-away compartment for the power cord, a sturdy aluminum cabinet, your choice of Bermuda Bronze or Terra Cotta and Ivory.

Chances are you're heading for your General Electric dealer's right now. (Look in the Yellow Pages under "Television.") See the whole line of General Electric Portables. But please don't hoard them; just buy as many as you need.



Personal Portable—weighs less than 13½ pounds . . . as little as $99.95!* Brings in as sharp a picture as your present set. 43 square inches of picture area—Model 9TO02

Companion Portable—weighs only 26 pounds! Aluminized Picture Tube, dark-contrast safety window, built-in antenna. 96 square inches of picture area—Model 14TO18

*Manufacturer's suggested retail prices which include Federal Excise tax, one-year warranty on picture tube, 90 days on parts. UHF at small additional cost. Prices subject to change without notice. General Electric Company, Television Receiver Department, Syracuse 8, New York.

Progress Is Our Most Important Product

GENERAL ELECTRIC

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NIGHTCLUBS

Duo Does Double Duty

TRUMPETER AND WIFE PLAY ALL-NIGHT SHIFT

No sooner had they picked up their new three-year contract at the Sahara Hotel in Las Vegas than Trumpeter Louis Prima and his singing wife Keeley Smith were caught up in one of the music business's longest bandstand stands. When a scheduled headliner canceled out, the pair agreed to take over the main floor shows at 8:30 p.m. and midnight. On top of that, they worked from 1 to 6 a.m. in the lounge where their usual act competed with the chant of the gambling casino's croupiers. It was 8 in the morning before they had breakfast at home with their 18-month-old daughter. Their musical ordeal was to last a good two weeks, but while it went on the well-punished pair could take solace from the solid sales of Keeley's new record, a rock 'n roller called *Hurt Me.*



TRUMPETING ON STAGE, Louis Prima bends back in a full-blown solo as he starts his night's work with chorines and wife in hotel's dining room.

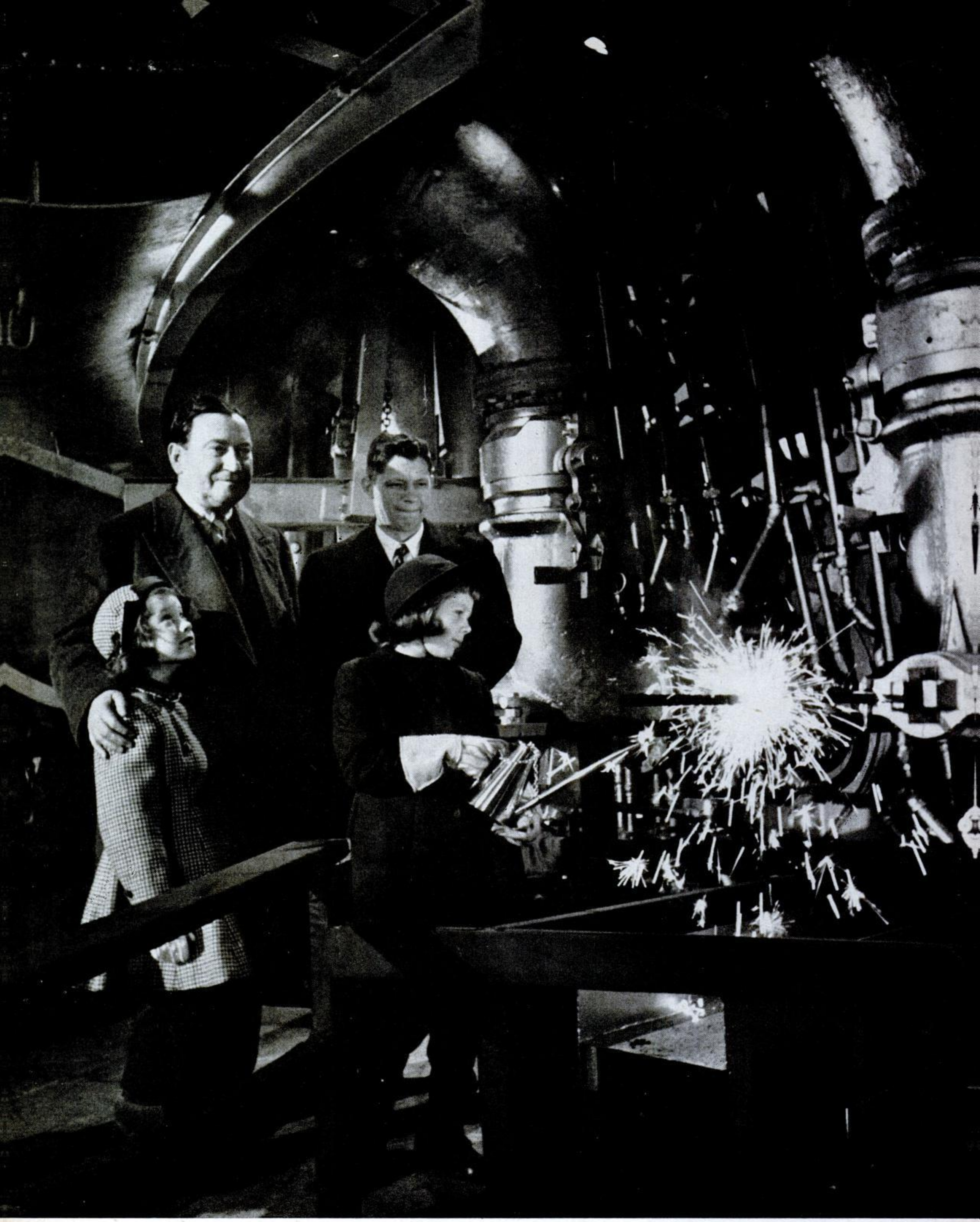




TWO-WAY BREAKFAST finds wearied Primas joined by bright-eyed daughter Toni whom they urged to eat her cereal before she sees them to bed.

TRUMPETING ON BACK, Prima ends his long night's work on the floor of the lounge, still blowing, while wife (*on bandstand*) watches unamused.

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A PROUD DAY in Fairless' life came at opening of Fairless Works at Morrisville, Pa. when granddaughter Nancy, 7, ignited the blast furnace named after her. Fairless, with arm around another granddaughter, Carol, watches with Plant Superintendent A. J. Berdis. A second furnace was named after Fairless' wife Hazel.

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PART II

THE MOST DRAMATIC YEARS IN THE STORY OF STEEL

Fairless describes his greatest gamble, finest monuments and toughest fights with unions

by BENJAMIN FAIRLESS

In last week's issue Benjamin Fairless told how he rose from a modest boyhood as a miner's son to become a leading figure in steel. Offered a position in the United States Steel Corporation, he feared that he would be lost in such a vast organization but finally took the chance.

AT the time I joined the United States Steel Corporation in 1935, the cloud of the Depression still lay dismally over us and we who were battling to keep the industry alive were too busy and too worried to see ahead, except from one day to the next. Even the giddiest optimist could not have foreseen what was about to happen. Though we did not know it, we were entering the two most eventful decades in the history of the steel industry: two decades of unbelievable expansion, of rapid modernization of management and of crucial struggles and resolutions on the management-labor front. I was privileged, I think, to live through steel's most exciting and most constructive days.

I marvel when I think of today's steel industry in comparison to the one I entered in 1914. The men who seemed such giants then, the Andrew Carnegies and Charlie Schwabs, operated on the most modest of scales. They were just beginners, little businessmen so to speak. Steel was "big" because it represented a $3.5 billion investment and a capacity of 43 million tons a year. Today the investment is $9.8 billion and the capacity is 128 million tons. And most of the growth has taken place in the past 20 years, when the industry has added more capacity than it possessed altogether when I was young.

Modern risks

THE oldtime steel men are generally thought to have taken all the risks and made all the exciting decisions, while the modern steel men have only "consolidated gains." Nothing could be more inaccurate. Every modern steel man can tell dramatic stories of crises and gambles, for all our recent investment has meant decision after decision and risk after risk. My own proudest recollection is of a decision that shows the spirit of adventure and foresight that has characterized big steel in the last two decades.

It begins with a telephone call that came to my desk one reasonably routine afternoon in 1945, at the home office of United States Steel in Pittsburgh. By that time my fears about becoming lost in a big organization had proved unfounded and I was president of the corporation. The caller was John Munson, the vice president in charge of raw materials. He said, "Ben, I have a man in my office I think you should meet. His name's Mack Lake, he's a mining engineer and he has a very interesting story to tell." I said, "Come right on up."

Although I knew of Mack Lake as a prominent geologist, this was my first meeting with him. He was big, tan and energetic and I liked him right from the start. He said, "My story's very simple. I think there's iron ore in Venezuela, south of the Orinoco River and west of the Caroní. Nobody's ever gone in to find out, or at least the Venezuelan government has no record of it. So I'm interested in finding somebody who'll put up the money to prove whether I'm right or wrong."

"How much?" I asked.

"Well, it'll cost some money. Say $50,000 right off the bat. That'll pay for the aerial photography."

I said, "Go ahead. We'll pay for it."

Some weeks later Mack Lake returned to my office. "The pictures show there's ore there, all right. The question is, how much and how good is it? We ought to go in there now with a diamond drill and take some samples." I asked, "What will you need?" "Well, that's really going to run into some money." "How much?" "Maybe half a million." I said, "Go ahead."

That was the beginning of the Orinoco ore operation, as spectacular a thing as the human mind could ever imagine. Out of what was once a wilderness ore is being mined at the rate of nearly eight million tons a year. Airplane fields have been cleared in the jungle, comfortable villages put up to house the Venezuelan workmen. Great ships move up a man-built channel in the Orinoco River, which only a few years ago was choked with sand and gravel bars. They ply the ocean back and forth between Venezuela and the U.S., adding to the industrial wealth of both nations and binding them closer together in ties of mutual prosperity.

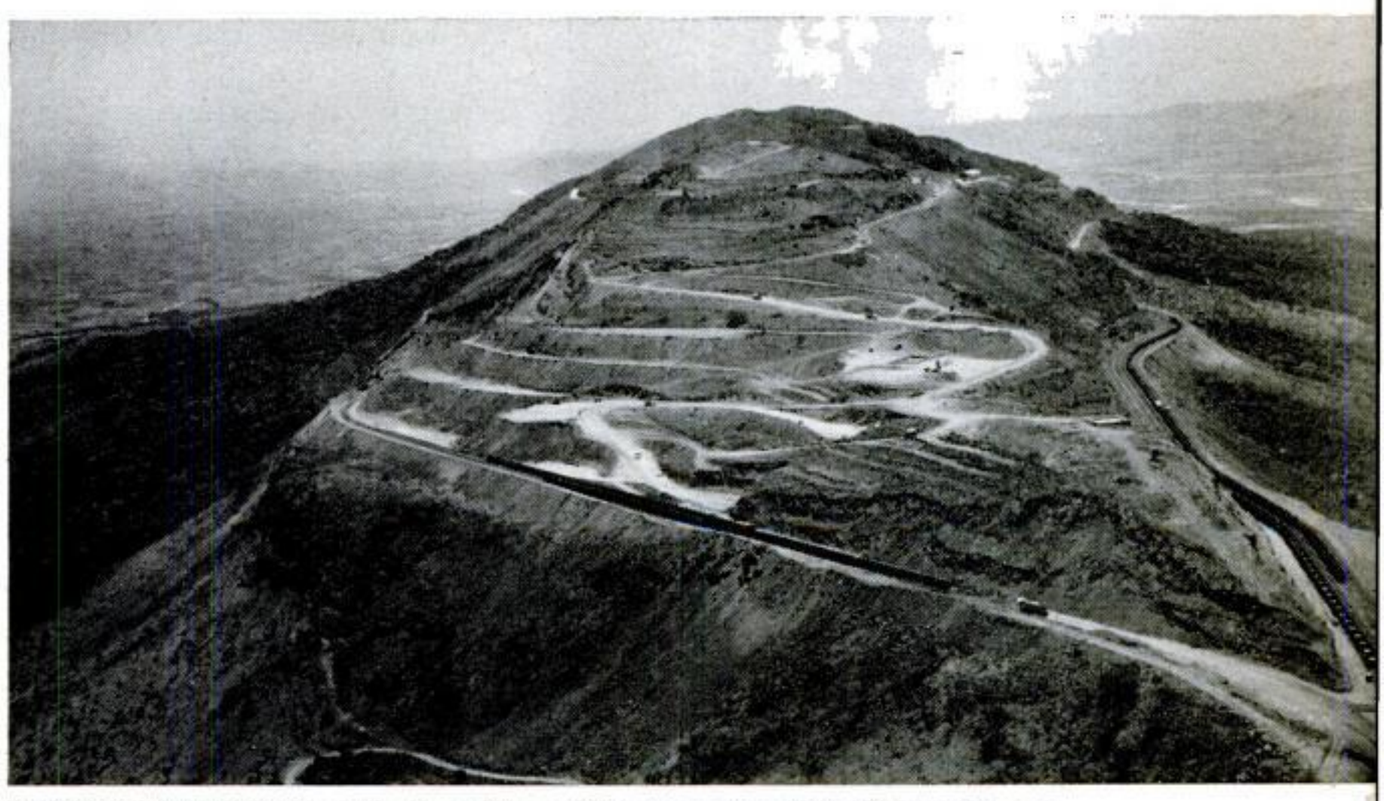
Because of Orinoco we were able to build the finest of all modern steel plants, which I am proud to have known as the Fairless Works, on the tidewater at Morrisville, Pa. The Fairless Works began as just another of those more or less visionary projects which American industry always has on the drawing boards. If the corporation ever had the money to build a brand-new integrated plant starting from scratch, and if we thought we could sell another two million tons of steel a year, what would be the absolute ultimate in a dream plant? We got our young engineers started on plans for such an ideal steelworks as early as 1944, when our nation was still at war and not even sure of winning. Over the years they worked up blueprints which began to look more and more wonderful—if we ever had the money, the demand, the ore and the location.

Orinoco gave us the ore and the incentive and led us to the site. We bought 4,000 acres of Pennsylvania farmland along the Delaware River, where the ships from Venezuela could sail right in from Delaware Bay. We set aside a half billion dollars in a gamble that we could make steel there efficiently enough to justify the cost of the plant and could find a market for what we made. On a bright spring day in 1951 I turned the first spadeful of earth. Today the Fairless Works has justified the gamble and is one of the showplaces of the industry.

The ships from Orinoco dock at a slip newly cut into the riverbank. Their ore is compressed to usable size at the world's most modern sintering plant, then melted down into pig iron in two of the finest blast furnaces ever seen. Both furnaces hold industry records for pig iron production, and one of them (the Hazel, named after my wife) holds a world record. The coke for the blast furnaces is made in our own coke ovens, big enough to turn out 3,000 tons a day, and carried along a conveyor belt more than a mile long.

The molten iron moves right along to our open hearth furnaces

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SUCCESSFUL GAMBLE, the huge Cerro Bolívar ore deposit in Venezuela, was discovered with Fairless' backing, now produces almost eight million tons a year.

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that turn it from iron into steel. Each of these furnaces, electronically controlled and hardly touched by human hands, is lined with enough brick to build 125 six-room houses. Each can produce 290 tons of steel at a time.

The molten steel is poured into molds and allowed to harden into ten-ton ingots. Diesel engines pull the ingots to our rolling mill, where overhead machinery strips off the molds. Then the ingots are sent to the soaking pits to be heated again to the point where they can be processed. Then a long series of giant rollers and powerful electrical shears start flattening out the steel almost as easily as a housewife might roll out a sheet of pie crust from a lump of dough. The greatest pride of this part of the operation is a continuous hot strip mill more than half a mile long. Red-hot, heavy slabs, moving slowly and steadily, go in at one end. At each roller they get thinner and thinner, longer and longer, and have to move faster and faster, until at the other end the glowing strip of metal, squeezed to a fraction of its original thickness and stretched to hundreds of times its original length, is traveling almost too fast for the eye to follow. This hot strip mill, which holds all records even though it has not yet been pushed to full capacity, is a fantastic and almost unbelievable thing to watch.



DISCOVERER Mack Lake told Fairless about Venezuelan ore.

Though I have gone through the Fairless Works many times, marveling at the progress we have made, I still hardly know what its most amazing feature is. Is it the record-breaking new machinery? Or the 12 miles of giant pipe running overhead all through the grounds, to carry steam for heating and gas for burning? Or the power plant, where we produce two thirds of all the electricity needed simply by burning the gas that is a by-product of the operations? Or the fact that the plant uses 250 million gallons of water a day, drawn from the Delaware River and returned to the river as clean as it was before? Or the cleanliness of the plant itself, evidenced by the fact that thousands of ducks make it their refuge during the fall and spring migrations? Or perhaps the absence of all mass operations involving manual labor to the point where the plant, with fewer than 2,000 workers on any given shift spread over its 4,000 acres, sometimes looks almost deserted?

Often I feel that the most impressive thing about the plant is the homes of its workers, resting eight miles away in a community of 2,100 houses called Fairless Hills. This is a "company town," for the Steel Corporation arranged to have the houses built and financed them. But how different from the ordinary company town! Fairless Hills is a pleasant suburb, with houses varied in architecture and beginning to look even more individual as their owners landscape and decorate them. And the people who live in them actually own them under a finance plan calling for a payment of only $100 down and around $85 a month. The community has also built a bowling alley (in an all-steel building, of course), a golf course and a swimming pool which any family can use for only $10 a year.

Complexity of big steel

PERHAPS I am so fond of Fairless Hills because it reminds me of one of the great truths about our industry. The size and complexity of the steel business today are such as to stagger the imagination. I always had to make a deliberate effort to reduce the whole thing to simple terms and keep my own feet on the ground. I would ask myself: when you get right down to it, just what is the steel business? Well, I would tell myself, first it is the assembly of raw materials. You have to know where the iron ore is. You have to mine and transport it. The same goes for the coal and the limestone. You get these three ingredients into one convenient place and there you build a plant: blast furnaces to reduce the iron ore to pig iron, open hearth furnaces to turn the pig iron into steel.

Once you have your plant you can make the steel and form it into shapes. You can roll it out into thick plates or into wire thin enough to make needles. Some of it you can coat with tin, some of it you can galvanize. But you are still helpless without people, people who are willing to work and become part of an

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Have You Suspected You Need Vitamins Or Minerals?

Perhaps you've wondered why you're weary before the day's work is over; why you're not sleeping well, wake up tired, or seem to be on edge more often than you used to.

All these may be signs of early, or sub-clinical, deficiencies. Of course, they can't be called positive deficiencies until they've reached a stage that can be definitely diagnosed.

If you have such "borderline" deficiencies, you can't afford to wait until they reach the stage of obvious disease. The way to find out is to give your body all the vitamins and minerals it needs—and feel the difference!

How Can You Tell Which Ones You Are Missing?

If you lack one vitamin or mineral, your body may be "starved" for many, because vitamins and minerals work together. Vitamin B_{12} works with iron and folic acid, for example, to help maintain red blood cells.

Minerals, too, work hand in hand for proper function. The calcium you get in milk can't maintain good bone structure without the help of phosphorus and other elements.

Science constantly discovers new teamwork on the part of vitamins and minerals; wondrous ways in which they work together to promote full health and vigor.

That is why you may feel no results at all from a single-vitamin product, or a multiple formula that does not give you large enough amounts.

Rybutol is formulated to supply a good variety of vitamins and minerals in generous amounts, plus very high potencies of easily-destroyed vitamins B_1 and B_2.

Hidden Hunger in A Land of Plenty?



Our great-grandparents did not know a vitamin from a mineral but they often had a better diet than many of us, with our refined foods, abbreviated breakfasts, mineral-poor soils and modern methods of preserving and processing foods.

Today we can be overfed but undernourished. The very vegetables we buy to supply our families with vitamins and minerals may have lost much of the nutritive content before they get to the table.

Air Robs Fruits Of Vitamin C

A pitcher of fresh orange juice in your refrigerator loses most of its vitamin C content overnight—and your body cannot store up this vitamin. Nutrition experts advise an additional intake of vitamin C every day.

Recent discoveries indicate that vitamin C is important in maintaining bodily resistance. It is known to help form the framework of connective tissue and to help your body use iron, folic acid and proteins. That is why Rybutol supplies 100% of the minimum daily requirement.

Cooking Destroys Half The Vitamins B_1 and B_2

Even with careful cooking in very little water, almost half of the vitamins B_1 and B_2 in green vegetables go down the drain when you pour off the cooking water.

You can't help but fry more than half the vitamin B_1 out of bacon. And a large amount of the vitamin B_2 is lost by the time any meats, poultry or fish get to your table.

"Nerves" May Be A Symptom of B_1 Deficiency

Vitamin B_1 is sometimes called the anti-neuritic vitamin, because your body needs it for normal nerve function and brain tissue nourishment.

Your body cannot store vitamin B_1 but can build up increasing shortages. Because so much is lost in the refinement of basic foods and in cooking, Rybutol supplies 15 times the minimum daily requirement of vitamin B_1 in every Gelucap.

You May Never Know How Good You Can Feel Until You Take Rybutol

Perhaps you feel pretty good right now—but that's not good enough if you could feel your very best, look your best, do your best on the job and get more out of life by getting all the vitamins and minerals you need for glowing good health.

When you overcome long-time deficiencies with Rybutol's high-potency B_1 and B_2, and round out your diet with Rybutol's many other vitamins and minerals, you may regain a vitality you'd forgotten.

Compare the Rybutol Label

At your drug store, compare the Rybutol formula with any other high-potency B_1-B_2 formula; any single vitamin or mineral product; any multiple vitamin-mineral formula; any tonic, liquid, tablet or capsule.

You can easily see there is no better-balanced formula, no better buy for the money than Rybutol, with its 11 vitamins, 9 minerals and high-potency B_1 and B_2—all in one easy-to-take Gelucap a day.

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Just buy a bottle of 100 Rybutol Gelucaps at the regular price, $5.95. Mail the entire empty carton to the Vitamin Corporation of America, 71 West 23rd St., New York 10, N.Y. Use the self-addressed, instruction-envelope you'll find at your drug store. By pre-paid parcel post you'll receive your 25-day supply of Rybutol, free. Offer is limited—do it today!

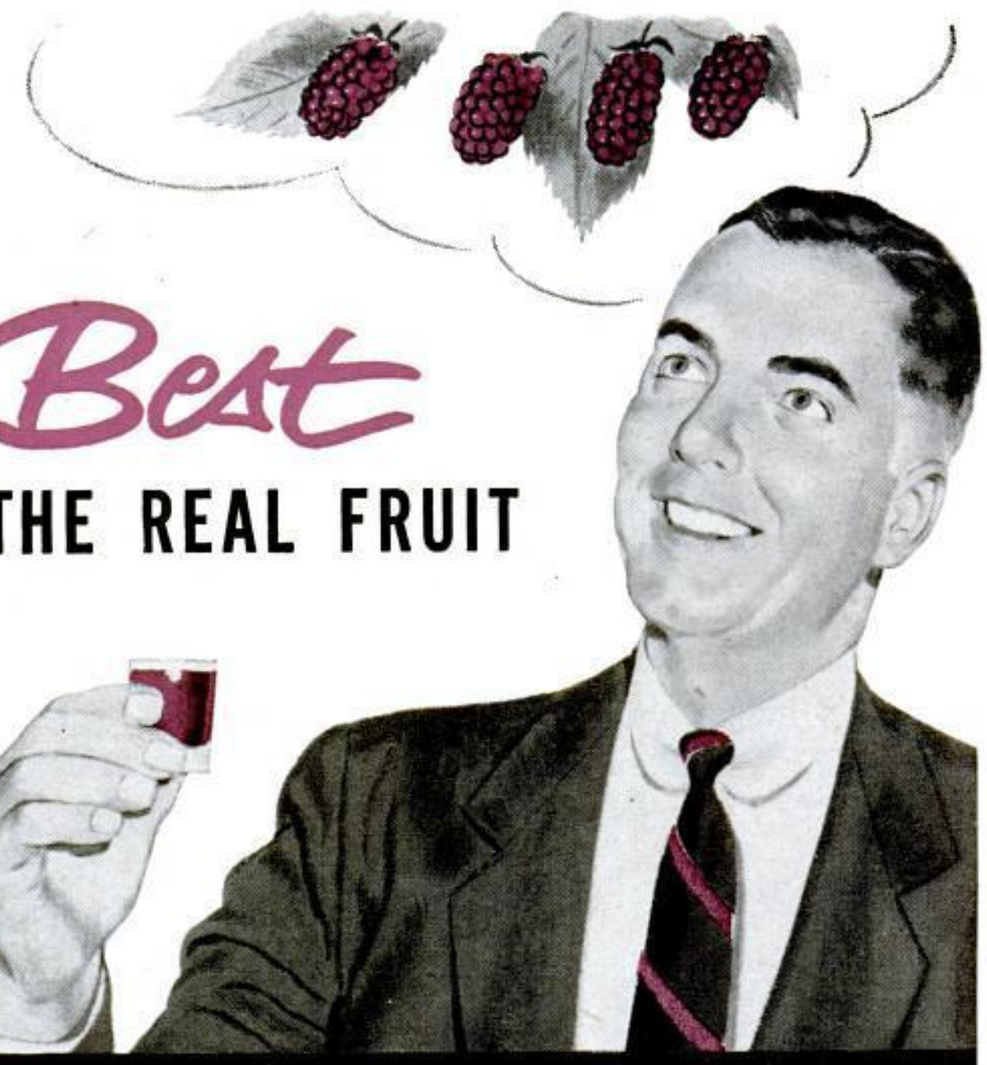


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FAIRLESS HILLS, eight miles from Fairless Works, was started in 1951 to solve the serious housing shortage created by plant, now has 2,100 homes.

organization. That is the human side of the business and by far the most important one.

The human side of the business, as well as the efficiency of the plant, was developed greatly during my lifetime. If the old steelmasters could come back to life today and see all our public relations departments, not to mention our management-labor negotiations, they would be terribly shocked.

The oldtimers put on a sort of one-man show. They were operating men, geniuses of production. They had little use for anybody who did not know how to make coke, run a blast furnace and form steel. They regarded their accountants and lawyers as a necessary evil, to be paid as little heed as possible. Even when financial necessities forced them to incorporate and set up a board of directors, they regarded the directors as a bunch of prying interlopers. They hated unions and paid no attention to the public. They responded to criticism by asking, "What does the public know about making steel?"

I do not mean to be critical of them. After all, they created the industry. Whatever one might think of their methods, these methods worked at the time and got the ball rolling. The old U.S. steelmasters did a better job of getting our industry off to a solid start than did their counterparts in Britain, France, Russia or anywhere else. It is unfair anyway to judge men who worked a half century ago by the standards of today. I rather imagine that our present generation of businessmen, me included, will look old-fashioned and shortsighted 50 years from now.

But I do take great pride in having been a part of today's type of corporation management and perhaps in having helped to mold it a little. The trouble with the oldtime management was that it was just a little too individualistic. Practically every company started with some outstanding individual. He founded the company, built it and ran every aspect of it with an iron hand. When he died the company usually died with him, for none of the heirs could fill his shoes. In my time I have seen dozens of companies go downhill in this fashion, and often whole cities with them. Their downfall was sealed the day the founder died, or sometimes when he just got so old that his judgment was impaired.

Replacing the lone wolf

SOMEBODY finally got the idea of hiring professional managers to replace the lone wolf genius who had bequeathed the company to his heirs. Thus was born the modern idea of corporate management, and thus was an opportunity given to people like me who were outsiders, often humbly born and not members of the clan. Modern management, with its professional attitudes, its concern for the public welfare and public relations and generally humane attitudes toward business, is far better than the old system. Some critics—*Fortune* magazine is one of them—deplore the fact that all businessmen today seem to be modest and polite duplicates of one another instead of flamboyant "characters" as in the old days. But you cannot have it both ways, and today's Man in the Gray Flannel Suit is ten times more efficient than his more colorful, more hot-tempered predecessor.

Although the price of steel has been driven up by the postwar inflationary spiral, it is still one of the world's great bargains. It

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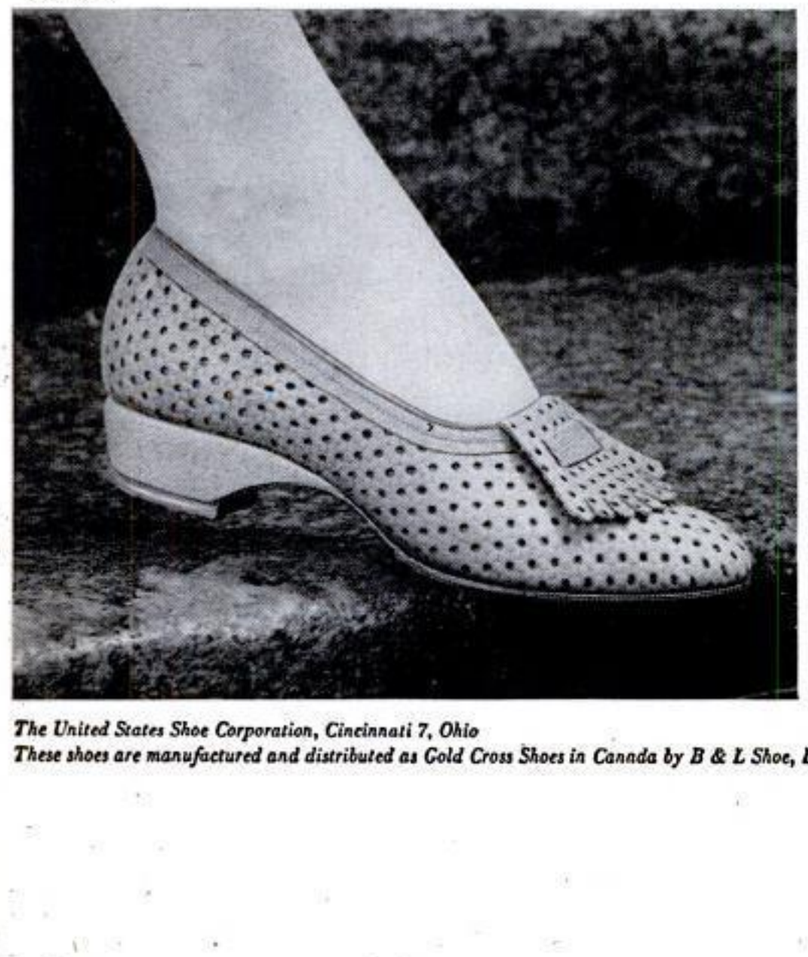
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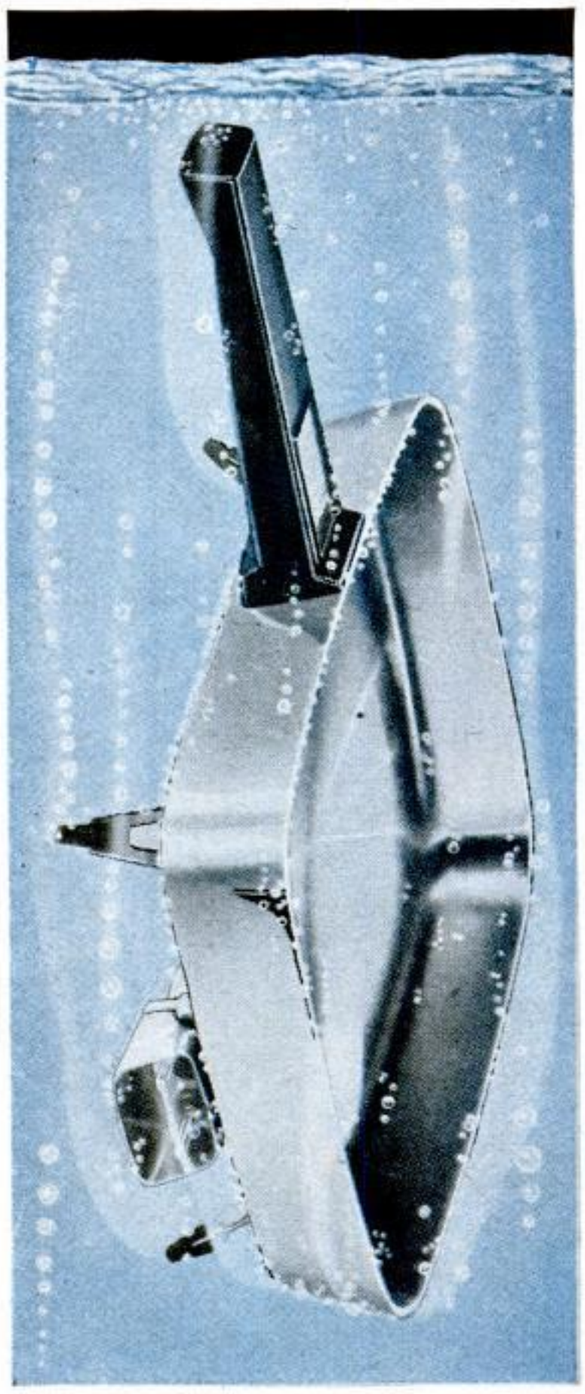


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FORMER RIVALS John L. Lewis and Fairless, flanking President Eisenhower, now serve together on President's committee of Citizen Advisers, which has just started reviewing foreign aid policy and will recommend future expenditures. Headed by Fairless, committee includes (standing, *left to right*) Walter Bedell Smith, Richard Deupree, Jesse Tapp, Colgate Darden and Whitelaw Reid.

FAIRLESS CONTINUED

takes 4½ tons of raw materials, gathered from all the corners of the earth, to make a single ton of steel. Yet that ton of steel costs on the average only about $138.50, or 7¢ a pound. It can sell for that low figure only because of modern industrial management, methods and equipment.

As for the rise of the steel union in the last 20 years, this has cost a great deal of travail, much of which involved me personally. I have long been, and am still, a good friend of John L. Lewis, who is serving with me now to my great delight on President Eisenhower's civilian committee to study the foreign aid programs. I knew the late Philip Murray well and favorably when he was alive, and have had close and warm relations with David McDonald, the present head of the United Steelworkers. But, no denying it, we have had our quarrels, and they have been serious ones.

Biggest fight with Lewis

MY biggest dispute with John Lewis was over the issue of the closed shop in 1941. His United Mine Workers had won the closed shop elsewhere. Now they wanted to impose it on the "captive-mines" owned and operated by the steel companies. Most of the miners belonged to the union anyway, but a matter of principle was involved. In our private conversations, I would say, "John, it's just as wrong to make a man join a union if he doesn't want to as it is to dictate what church he should belong to." Lewis could not see it that way. He would say, "It's wrong to have men getting the benefit of better hours and conditions won for them by the union without giving a penny to help support the union."

So the miners struck. After six days President Roosevelt ended the strike by appointing an arbitration committee to settle the issue. The men went back to work and both sides agreed to accept the committee's decision. Lewis and I were named to the committee and the third man, who would cast the deciding vote, was Dr. John Steelman, the President's assistant in labor matters.

We met in New York City to thresh the matter out. Finally Dr. Steelman said he would take all the arguments under advisement and come up with his decision the following Sunday. By the appointed day a good deal of tension had been built up. Dr. Steelman was going to make his announcement at a press conference in the Commodore Hotel. I was waiting for it anxiously. So was John Lewis, so were dozens of reporters. But shortly before the press conference more urgent news arrived—for this was Pearl Harbor Sunday. The reporters scattered. Dr. Steelman announced his decision in virtual seclusion.

He ruled in favor of the union. I still think he was wrong.

Phil Murray, who headed the United Steelworkers from 1942 to 1952, called three strikes in which I was one of the chief negotiators. The first was in early 1946, shortly after the war had ended. He wanted a 19½¢-an-hour raise for his men, something that was out of the question as long as the wartime Office of Price Administration insisted that the price of steel had to stay where it was. I explained this time and again to Murray. I said, "Phil, why argue

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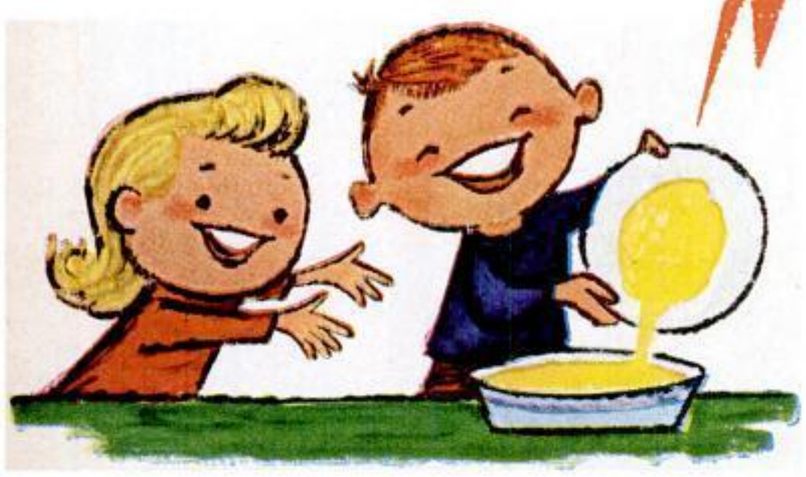
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The corn goes whirling through a radically new kind of pressure cooker under high heat. *Zoom!* It's ready.

Result is this corn tastes like it was just picked. Stays crisp and bright in color. Keeps the nourishment the sun and good earth put into it.

Tonight, taste what quick-cooking has done for corn. New Niblets Brand corn. Just heat and serve.

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Green Giant Company, headquarters, Le Sueur, Minnesota; Green Giant of Canada, Ltd., Tecumseh, Ontario. "Niblets" Brand Reg. U.S. Pat. Off. © GGCo.

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And this richly colored carpet is so beautifully designed. Its deep, cushiony pile hushes footfalls and voices. It's so nice to walk on. And of course such beauty and comfort are always so admired!

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with me? Why not see OPA? I'll even go with you." But he shrugged me off. "Prices are none of my concern," he said. "That's your problem." (This is a standard union argument which should never be taken too seriously. In every negotiation I have ever heard of, the union has always insisted that the companies could grant a raise without increasing prices. Yet the fact remains that if steel prices had stayed at 1946 levels, every steel company in the land would have been bankrupt long ago.)

Trying especially hard to avoid a strike at such a critical time, when we were switching from wartime to peace, I had meeting after meeting with the OPA staff. The best they were willing to do for us was this: they wanted us to grant a compromise 18½¢ raise to our workmen, then wait maybe six months to see how much this had increased our costs. "We know exactly how much it will cost," I said. I went to the head of OPA, Chester Bowles, and got nowhere with him either. I never could figure out Bowles. He had been a partner in a big advertising agency, and he must never have offered his own services below cost for he was able to retire a wealthy man at the age of 40, but he certainly had no sympathy with the financial facts of life in our industry.

Murray and I were called to the White House by President Truman and told we had to get the matter settled. The general assumption in Washington seemed to be that I was only kidding about needing a price increase and would eventually give in if enough pressure was applied. I was left alone a lot in various anterooms of the White House, presumably to brood over my sins.

Meanwhile a few Washington officials, notably Fred Vinson and John Snider, were trying to settle the strike over Chester Bowles's head. Snider put the issue to me point-blank one day. I told him we could grant an 18½¢ raise if we got a $5-a-ton price increase, and the strike was settled on these terms.

At that the companies got the worst of it. The 1946 strike was the take-off of the postwar inflationary spiral. That 18½¢ raise was a big one and it spread quickly into other industries. We had figured our own direct costs correctly but had not allowed for how much a general wage increase all over the nation would raise the cost of the things we had to buy. Until OPA expired and we raised our prices, we were working on a very shaky profit margin.

Indeed the wage-price spiral that has been going on since 1946 should give union leaders pause for thought. A real increase in the standard of living can come only from increased productivity. Wage raises that go beyond this have to come out of somebody's hide—usually out of the hides of people with fixed incomes. Just once I would like to hear a union leader say that it might be better for our nation, the workingman included, if wages, prices and everything else stayed put for a while.

A strike over free benefits

WE had another steel strike in 1949 over a principle about which I have always felt strongly, the question of whether the workingman should pay something into the welfare and pension funds which now make up such an important part of his actual pay. Each side won a point: the steelworkers do not have to contribute to the pension fund, but they do have to pay part of the cost of the health and welfare programs. I hope they always continue to do so. When a man gets all his benefits free, it is only human nature to want more and more of them, whether they make sense or not. When he has to "buy" them, he is likely to be more discriminating.

In 1952 there was a strike over the issue of the closed shop. At least I say that was the issue, though Murray, if he were alive today, would probably deny it. Wages were involved too, but as nearly as I could make out we could have come to a quick agreement on that point. We reached a deadlock because Murray wanted a closed shop and all we were willing to grant was a compromise: we would make any new employe sign a union application, provided he then had a 30-day grace period in which he could decide against the union and withdraw the application.

After the strike had continued for 54 days, a record, President Truman called Murray and me to the White House. He looked at us across his desk and said, "Ben, you can settle this strike." I said, "Alone?" The President looked at Murray. "Phil, you can settle this strike." There was no answer.

We were ushered into an outer office and left alone. Within five minutes Murray had accepted our compromise and the whole thing was settled. I said, "Fine, let's go tell the President." Murray said, "Oh, no. Think of all those newspapermen out there. We've got to make this look more difficult." So we sat and talked baseball and swapped jokes. Murray, a good Catholic, told me a

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NERVOUS NEGOTIATORS, Steelworkers' Murray (*left*) and Fairless, wait outside White House in 1952 to see Truman about settling 54-day-old strike.

story about a priest at a prizefight which I have always liked and often used in speeches. The priest, an old fight fan, took along a Protestant minister who had never seen any boxing. In the first fight one of the boys crossed himself before leaving his corner. "Father, will that help him?" the Protestant asked. "It will if he can fight," said the priest.

After an hour Murray said, "All right, let's go," and we broke off our talk session and announced that the strike was over. This was the only time in my experience that the government intervened on the side of management. But regardless of which side it benefits, government intervention seems wrong to me on principle. When an administration steps into a labor dispute, it will almost always follow the dictates of its own philosophy instead of judging impartially the issues at stake.

Despite the strikes and near strikes, management and labor kept making progress toward understanding one another. By the time Phil Murray died and David McDonald moved up to president of the United Steelworkers, we had come so far that McDonald and I were able to try something completely unique in management-labor relations. Together we visited every important plant of United States Steel, and at each place we talked from the same platform to the workers and the plant executives. For my part, I made it clear in my speeches that we wholeheartedly accepted the union and that we would in no way attempt to weaken or destroy it. I also made it clear that I thought the union had grave responsibilities, that in order to represent its members properly it must recognize the problems and duties of management and the fact that the stockholders also had important rights. If we were to work together successfully, we would have to consider all the segments of American business: the owners, the management, the employes and the American public.

McDonald, for his part, always said that the union recognized the right of management to manage the business. (Not all labor leaders have conceded this.) He agreed that the public had a right to be recognized, and that it was imperative that management and labor work together as a team in the best interests of all concerned. McDonald and I traveled separately on the trip and met only at the plants, but I thought we had a useful and forward-looking meeting of minds. We were criticized by some people. Some industrialists thought I was being too friendly with labor; some union people thought McDonald was being too friendly with management. But I would do the same thing again if the occasion arose, and I believe McDonald would too.

I have never opposed the idea of trade unionism as such. I got

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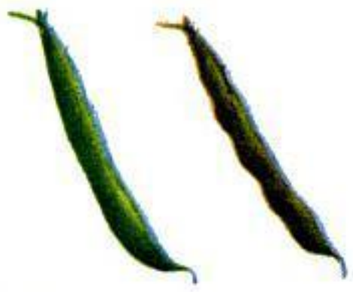
"**COMPARE** my Snow Crop Asparagus (far left). It's famous Washington Asparagus—tender, plump, green all the way down. Never tough or stringy! It's the top of the Asparagus Crop!"





"**COMPARE** my Snow Crop Cut Corn (far left). Snow Crop Corn is famous Golden Cross. Every kernel is sweet, tender, fresh—never pale or starchy. One taste and you'll agree—it's the top of the Crop!"

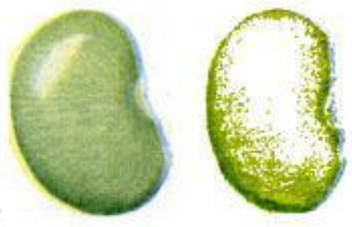




"**COMPARE** my *really* deep-green Snow Crop Green Bean at left with the ordinary tough, stringy, discolored bean. Snow Crop Beans are younger, tenderer—the top of the Green Bean Crop!"



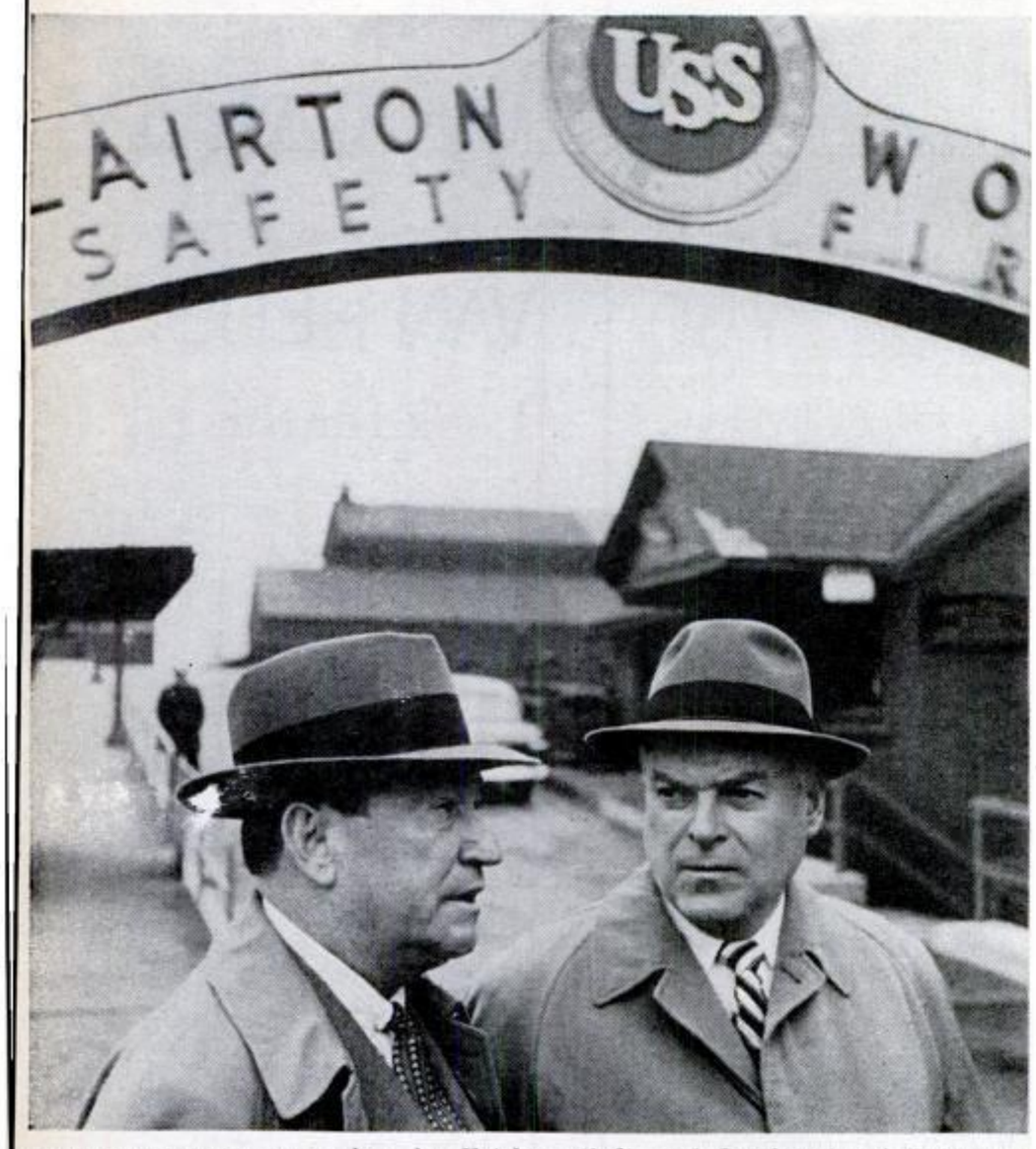
"**COMPARE** my Snow Crop Strawberry (left) with the pale, sour, 'run-of-the-mill' berry. Mine are West Coast berries—the sweetest, juiciest, reddest! Naturally, they're the top of the Strawberry Crop!"



"**COMPARE** my Snow Crop Lima Bean (left) with ordinary pale, dry limas. Mine is plumper, tenderer—never too mealy. Get Snow Crop Limas—Fordhooks or Babies. They're the top of the Crop!"



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UNIQUE TOUR was taken by Fairless (*left*) and Steelworkers' President David McDonald, who visited plants to promote labor-management relations.

FAIRLESS CONTINUED

my own first impressions of labor as a laboring man's son. In fact with a few exceptions everybody I knew as a boy was a laboring man or a small farmer. I listened to them talk about working conditions and very early came to the conclusion that the American workingman was by and large a pretty fine fellow.

All the while I was an executive of United States Steel, my brother Jack was a member of the United Steelworkers. He never asked me for advice about the union and I never volunteered any. Had he asked me, however, I would have said this: "Certainly, join the union—*and* be as active as you can in its affairs."

The *and* is important. Events of the last 20 years have definitely established that unions are here to stay. How well and wisely they operate depends on the members and the kind of men the members elect to represent them.

In addition to the Lewises, Murrays and McDonalds, whose motives I always respected even when I completely disagreed with them, there was another union officer of my acquaintance named Lee Pressman. He was general counsel for the C.I.O. and I watched him in many bargaining sessions. It always seemed to me that Lee Pressman loved to argue, loved to start a fight. But every time we got to discussing something really important he lost all interest. He looked bored and had nothing to say. Then he came to life again when it was time to draw up the new contract. His special contribution to the language of the contract, it always seemed to me, was a lot of weasel words that were bound to cause disputes every time we tried to interpret them. He thrived on disputes. I was not surprised when the proof turned up that Pressman all along had been a Communist.

The truth is that in the 20 years of labor-management relations since the first contract with the United Steelworkers, both sides have made bad mistakes. This was inevitable. It took time for the dyed-in-the-wool antiunion men in management to accept collective bargaining. And only time could cure the deep-seated hatred which many of the early union leaders felt toward management. All things considered, we have made remarkable progress.

I think the period of adolescence is pretty well over now. Both sides have grown up. The future can be a bright one for both if we use common sense and have the proper respect for each other's problems. I think that the future is now up to the individual union member and the amount of thought he is willing to give to his union. I hope the members will not let their power fall into the hands of Communists or racketeers. I hope that they will not permit the rise of a class of professional union politicians who will get and keep the positions of power inside the union

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by promising more than any responsible man would dare promise. This is why I would have urged my brother not only to join but also to be active in his union.

If we can preserve the gains we have made, and if our nation is allowed to remain in peace, there are even greater days ahead for America. Almost surely we shall have setbacks from time to time. But I doubt that we shall ever again have to live through anything like the Depression of the '30s. Our opportunities, on the other hand, are unlimited. I once visited the Imperial Valley of California before it was irrigated; it was practically a desert. Now it is one of the most productive spots in the world. All that happened was that water was brought in. Doubtless the same thing will be done in other undeveloped parts of our West and Midwest. With the natural human desire to leave overpopulated areas, and with our young folks always willing to move in and try something new, who can begin to imagine where all the fine new communities of the future will be?

The steel industry will continue to grow with America, and I wish I could be around to take an active part in the growth. But I retired last year without too many pangs of regret, for I had instituted the compulsory retirement plan at United States Steel and it was only fair that I should be one of the first "victims." I believe strongly in compulsory retirement, and while it may seem arbitrary to set the age at 65, nonetheless you have to set it somewhere. Otherwise no one would ever retire, for no one is willing to admit that he is losing his grip.

One thing that compulsory retirement does is open up opportunities for the young fellows, because an opening at the top creates openings every step of the way down. Without these openings the young men would quickly lose all incentive to improve themselves, and I am a great believer in incentives. I think that very few people work simply because they like to work. They work for a home, an automobile, an education for their children. Whatever I have accomplished in my own life I attribute to one thing and one thing only: the necessity of making a living. What has made America great, in my opinion, is that it has developed history's finest incentive system, a method of rewarding each man with absolute fairness in accordance with his talents and ambitions.

So I have left my desk willingly, glad to see the younger men take over. It seems to me that it was only yesterday when I would meet with my fellow executives at United States Steel and be the youngest man there, or at least one of the youngest. Suddenly I became one of the oldest. Nonetheless I am a happy man. I get as big a kick out of watching these bright young men in action as I do from all the beautiful new modern machinery in our plants. This is America, always moving forward.

I would like to be a young man helping run the Fairless Works but I am more than content to leave it behind for others. I have had my full share of honors in my lifetime. When I retired from the corporation, the American Iron & Steel Institute made me its president, and I still serve there. A steamer on the Great Lakes and a smaller boat on the Ohio River were both named after me. These will eventually disappear, but the Fairless Works, God willing, will always be there, turning out more and more steel each year for the service of civilization. And Fairless Hills will house more and more happy workmen's families. I like to think of the Fairless Works and Fairless Hills as my twin monuments, and no man ever had finer ones, more useful to humanity as well as to his pride.



ANNOUNCING RETIREMENT as chairman of U.S. Steel, Fairless spoke at stockholders' meeting in May 1955. Crowd gave him a standing ovation.

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The Consular Ball in Chicago this month was elaborate as society could wish. There were waltzes, medals, and diplomats from everywhere from Finland to Formosa. For the city, it began the social season. But for the city's 48 foreign consuls, it was a special event—the 30th wedding anniversary of the dean of the corps, Sweden's Gösta Oldenburg, and his wife. A 30th anniversary calls for pearls, and many ladies wore them. But none could match a $100,000 specimen worn by Mrs. Ferre Watkins.

CONTINUED 179

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HONORED COUPLE, Sweden's Gösta Oldenburg and wife, lead grand march. He has served in Chicago for 20 years. Flags of 48 consulates hang from balcony.

PEARL OF HONOR, named Mystery of the Sea, was lent by jeweler and worn by Mrs. Ferre Watkins (*below*) for the occasion. Husband wears service medals.



DECORATED CIVIC LEADER, Mrs. Howard R. Peterson, talks with guest. Medals are from Cuba and Panama for work in social center for foreign students.



CONSULAR WIVES, like Mrs. William H. Jones of Liberia (*left*), wore their countries' decorations. Ball was sponsored by Library of International Relations.



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CHIC SHOE FLIES HIGH

Actresses must do odd things. They have to bare their knees for photographers, be sociable with chimps and stick their feet in wet cement. Most of these don't hurt. But recently in Ottawa, Dorothy Lamour had to do something that did.

Asked to kick off a football game at Lansdowne Park, she showed up wearing toeless plastic shoes. She pooh-poohed professionals who advised sturdier footwear. While Captain Bob Simpson of the Ottawa Rough Riders held the ball and team president Sam Berger watched, she clutched her skirts, dimpled knees and swung her foot. The ball went five yards, her shoe went more and Dorothy limped off the field, her toenail broken.



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Nothing finer in American taste... Calvert RESERVE

Something nice—shrimp and rice, and Calvert, too! Flavor-rich, pleasant, neighborly, Calvert is the kind of whiskey guests notice—and appreciate. Serve enjoyable Calvert Reserve tonight. It's at home with good American living.

IN THE GREAT TRADITION OF AMERICAN WHISKEY



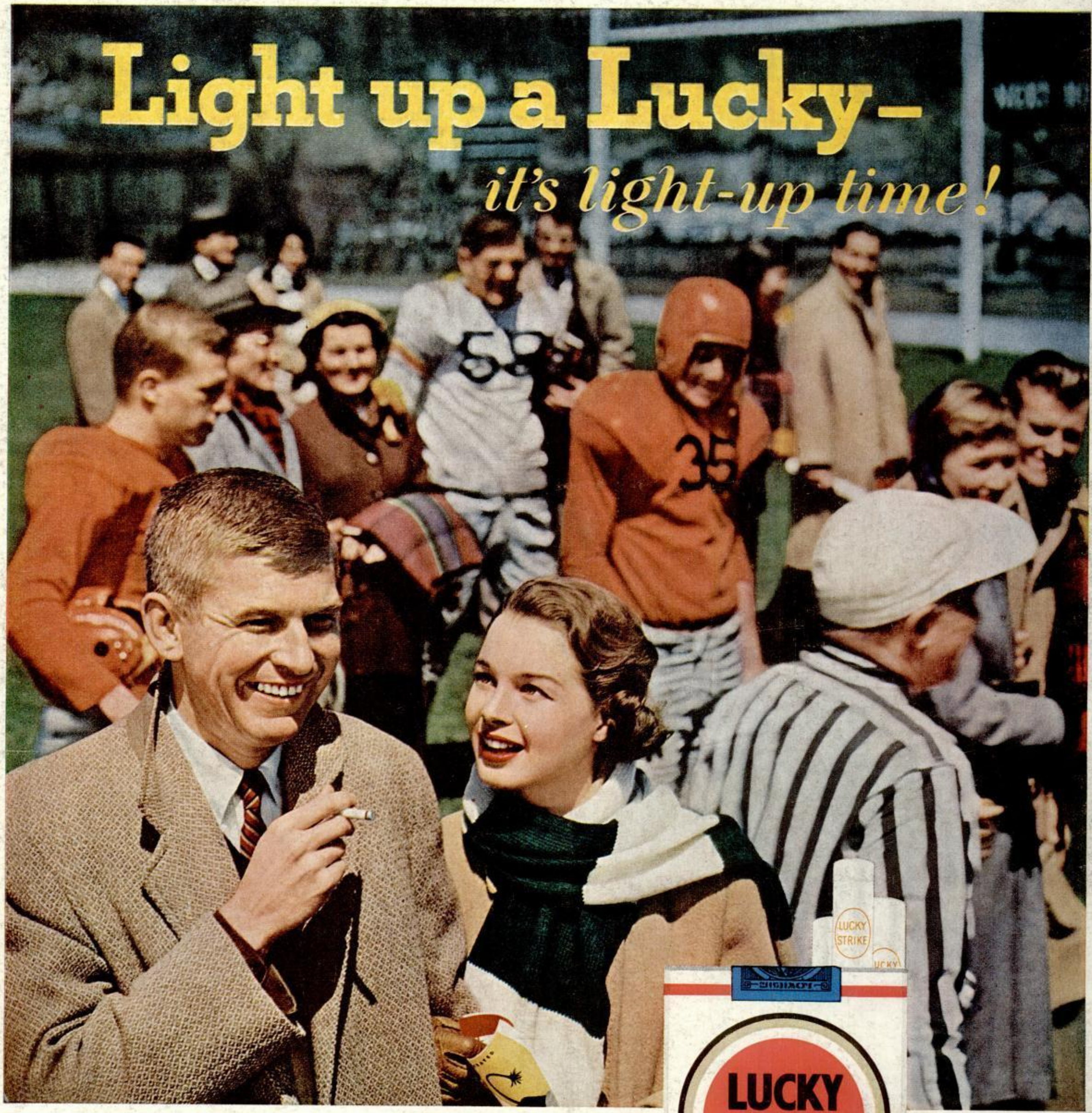
October is Restaurant Month. Dine out at your favorite restaurant. Look for the sign—"Nothing Finer in American Taste."

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Light up a Lucky—

it's light-up time!



21-20! Whale of a game! Whale of a cigarette! There's just no topping a Lucky for taste. Lucky Strike means fine tobacco—mild, good-tasting tobacco that's **TOASTED** to taste even better. **Have you tried a Lucky lately?** You'll say it's the best-tasting cigarette you ever smoked!

"IT'S TOASTED" to taste better!

Luckies Taste Better

Cleaner, Fresher, Smoother!

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